

Geoffrey Moore

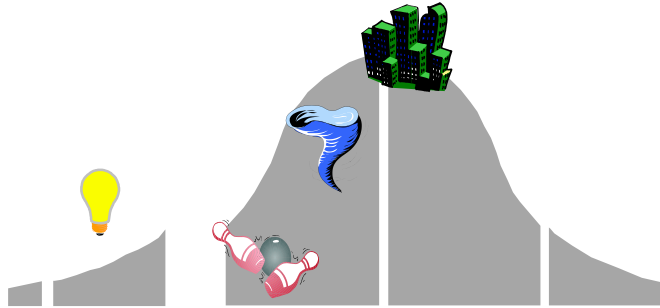
AUTHOR, SPEAKER, ADVISOR

DIGGING INTO THE ARCHIVES

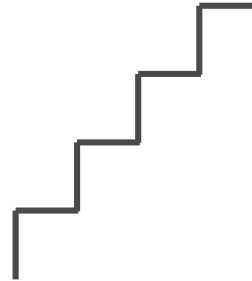
**3 FRAMEWORKS TO HELP YOU
MAKE THIS YEAR'S NUMBER**

Alliance of CEOs
Feb 1, 2019

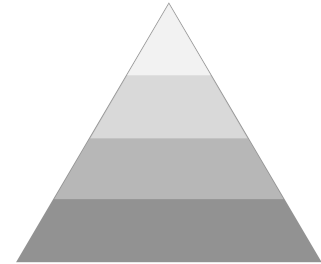
THREE FRAMEWORKS TO HELP YOU MAKE THIS YEAR'S NUMBER



Technology Adoption
Life Cycle

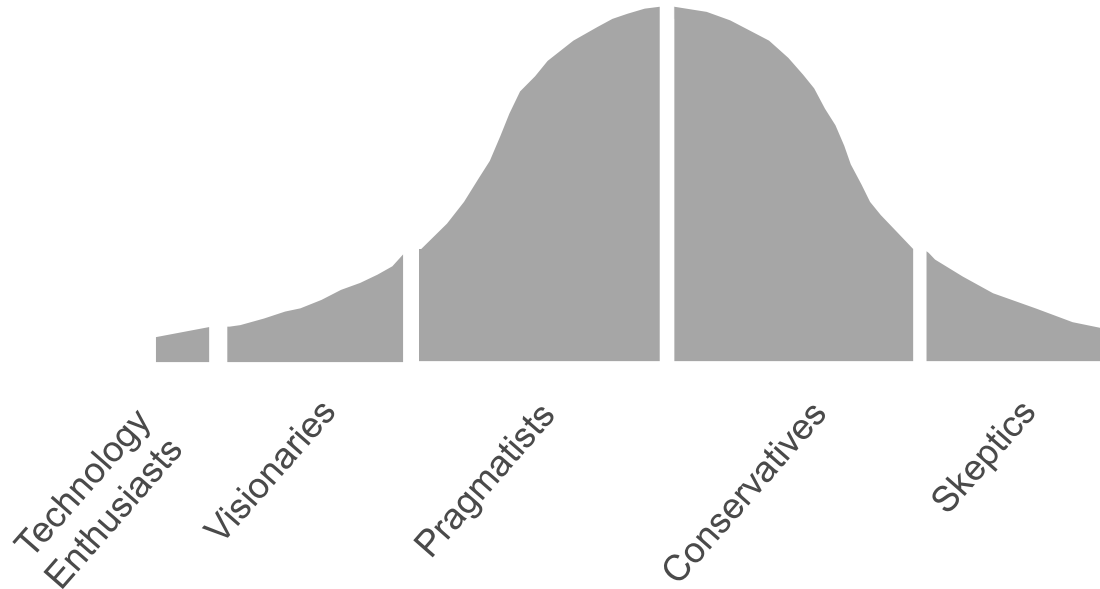


Stairway
to Heaven



Go-to-Market
Model

THE TECHNOLOGY ADOPTION LIFE CYCLE: HOW SALES PROSPECTS ENGAGE WITH DISRUPTION



**Each profile wants to engage differently
Adjust your selling accordingly**



Technology Enthusiast



Visionary



Pragmatist



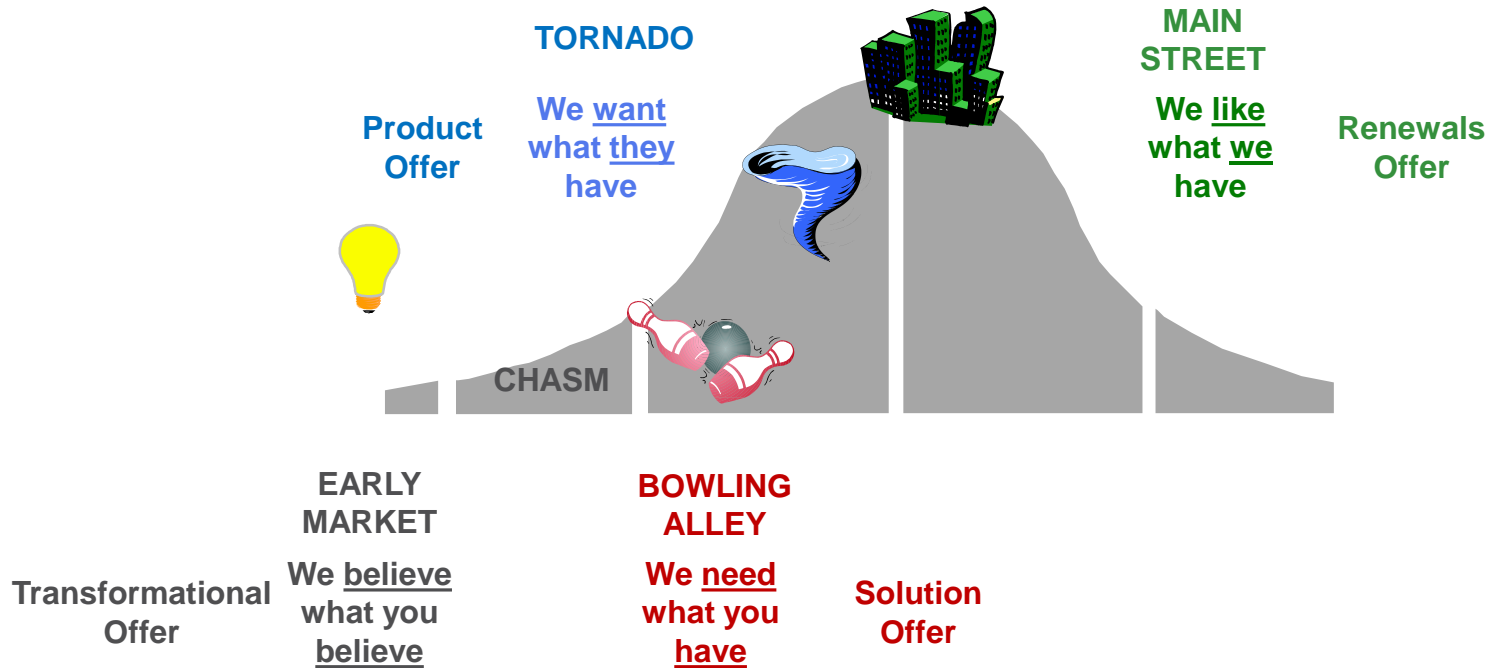
Conservative



Skeptic

THE MARKET DEVELOPMENT LIFE CYCLE

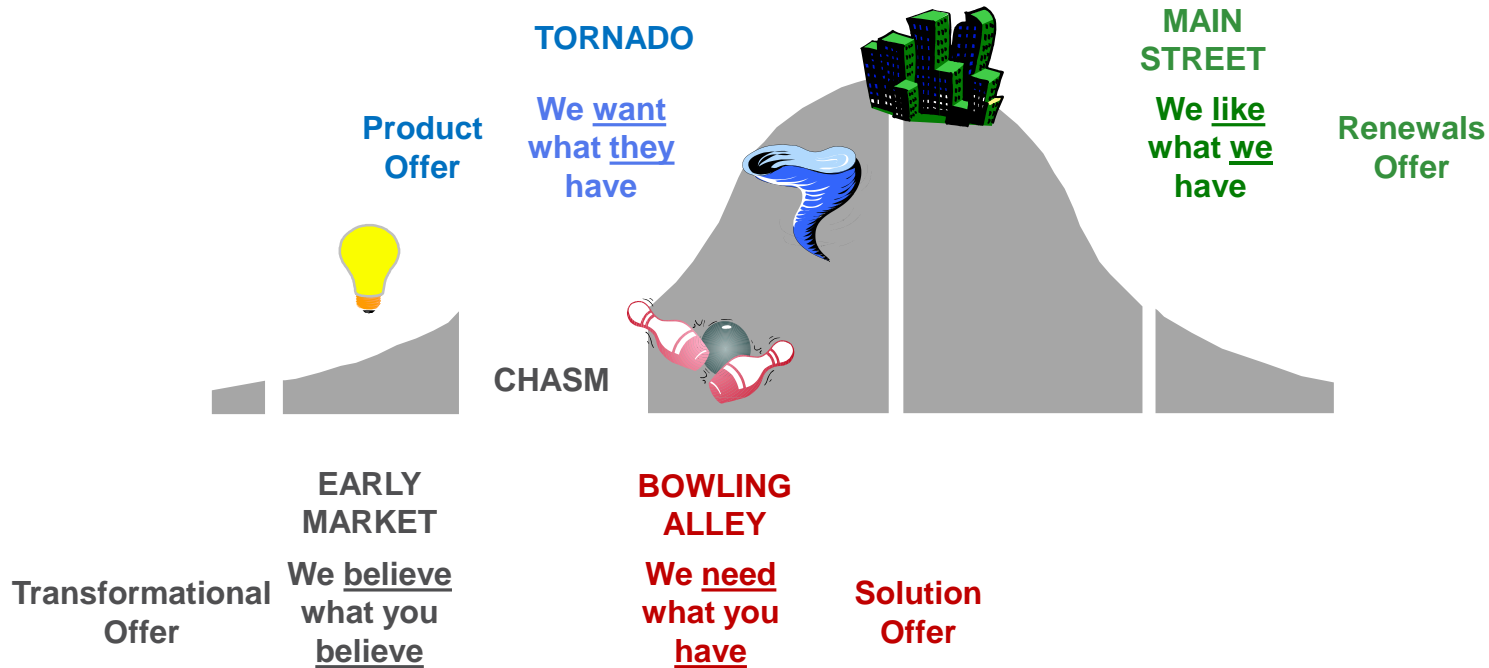
HOW THE CUSTOMER'S REASON TO BUY EVOLVES



Each reason to buy is fulfilled by a different kind of offers

THE MARKET DEVELOPMENT LIFE CYCLE

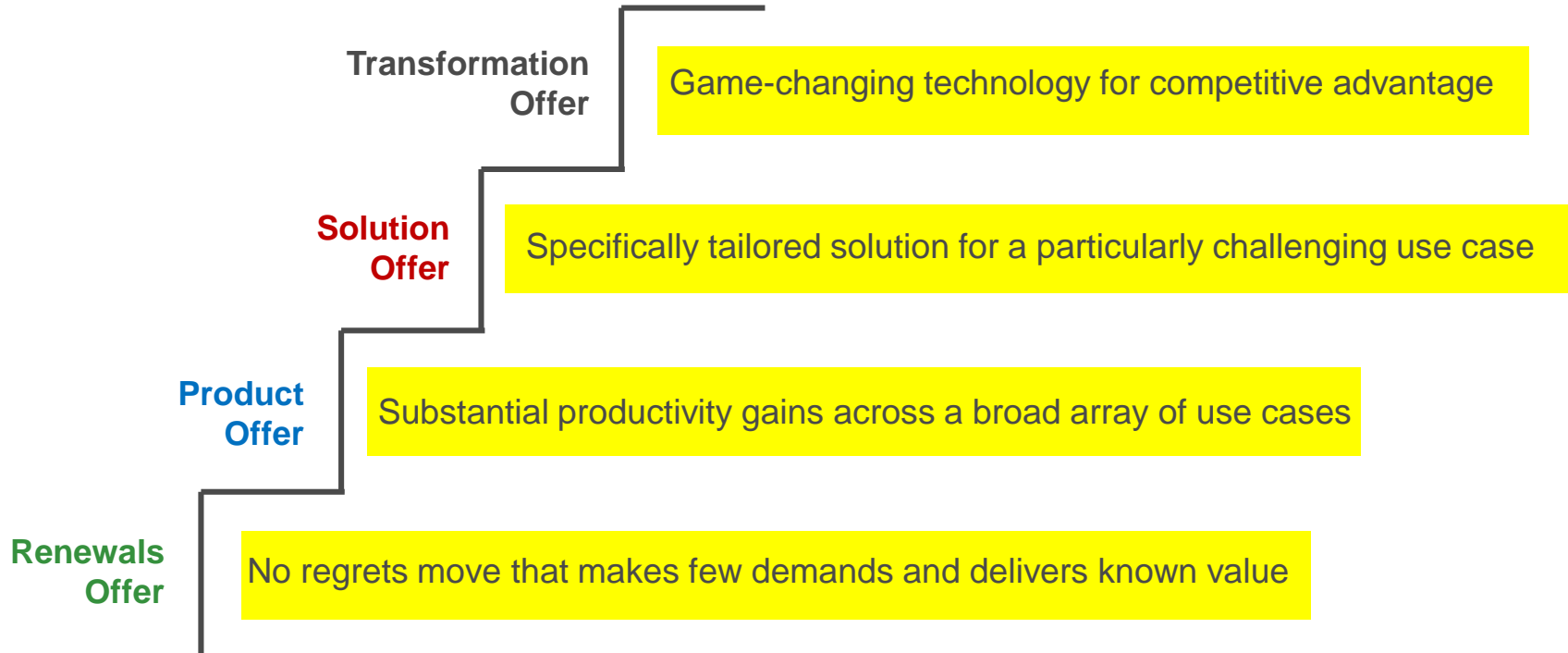
HOW ARE YOU DOING?



Where are your core lines of business in the Market Development Life Cycle?
Are they prioritizing the right offer type?

STAIRWAY TO HEAVEN

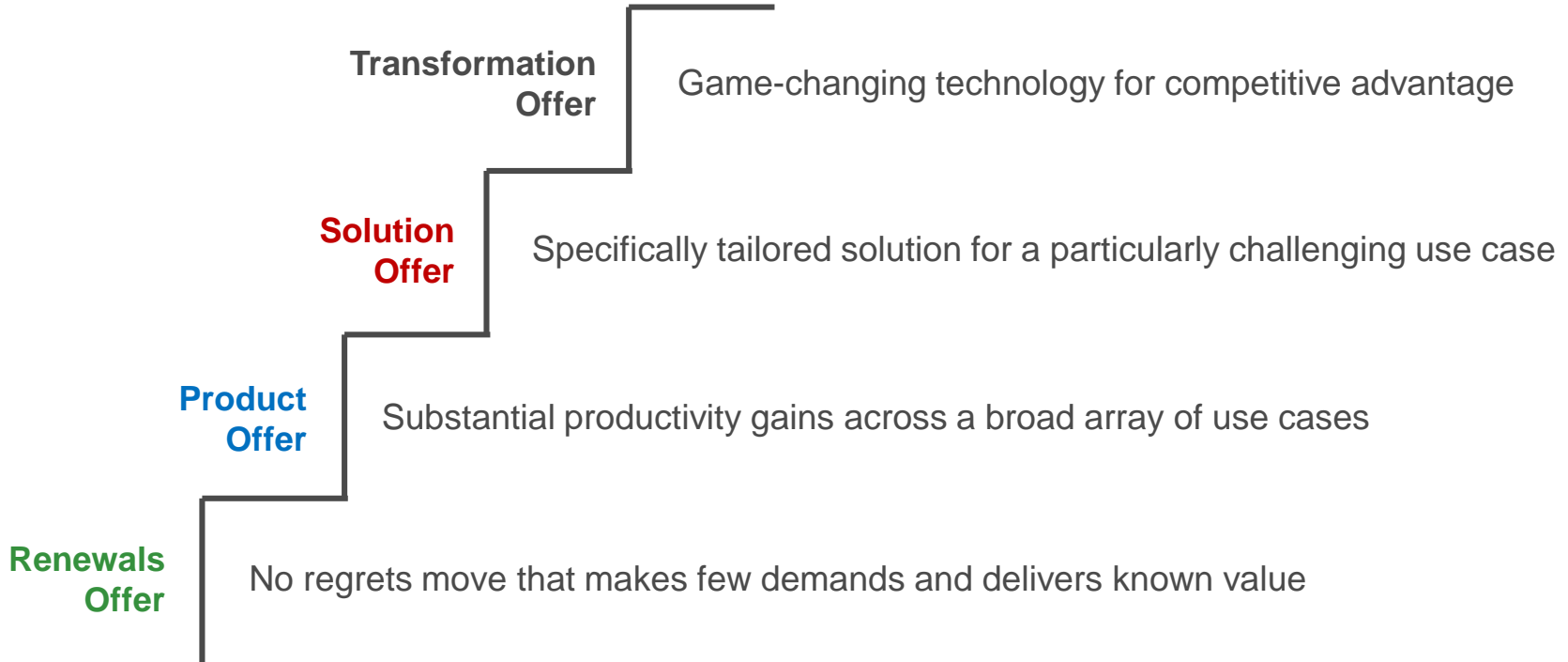
EACH OFFER TYPE HAS ITS OWN COMPELLING REASON TO BUY



The higher you go, the longer the sales cycle, the bigger the prize

STAIRWAY TO HEAVEN

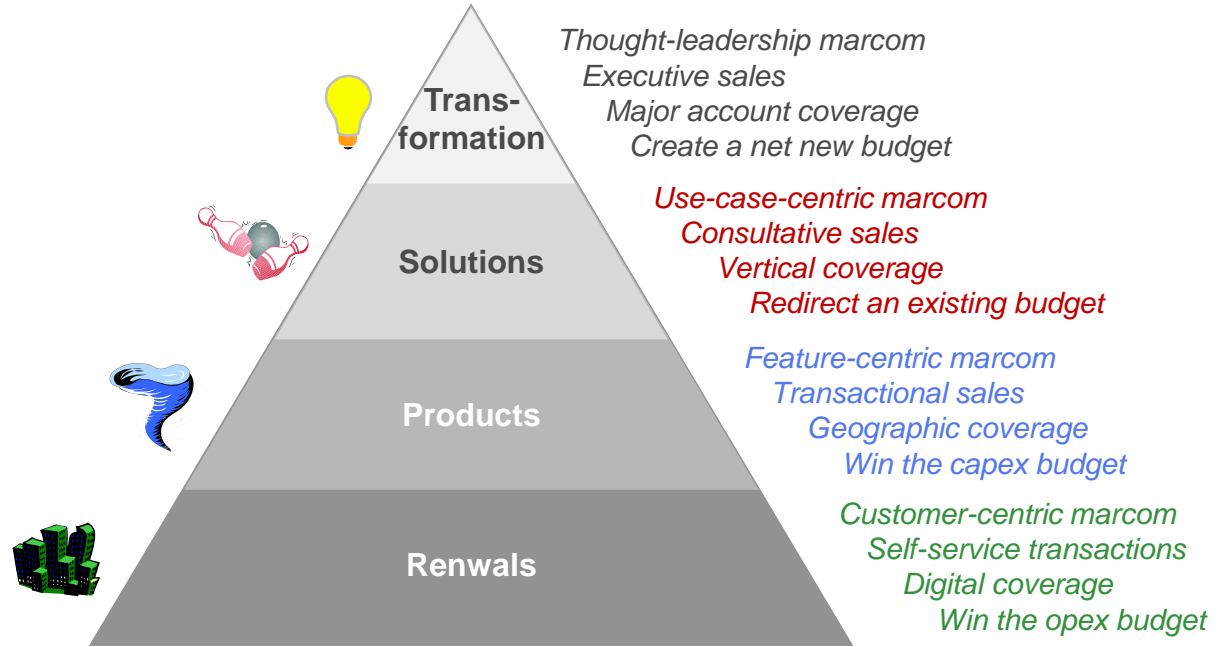
HOW ARE YOU DOING?



Does your portfolio allow you to cover each of these stairs?
Do your salespeople let their prospects tell them what stair they are focused on?

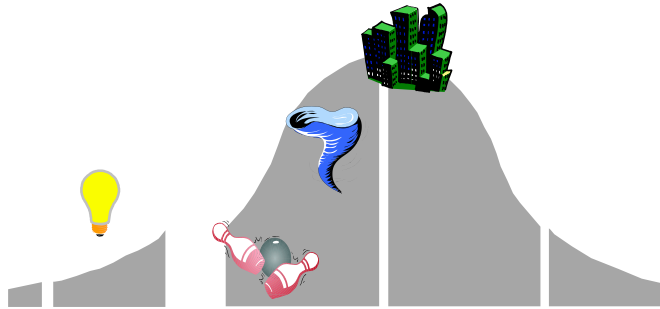
GO-TO-MARKET MODEL

EACH OFFER TYPE CALLS FOR A DIFFERENT PLAYBOOK

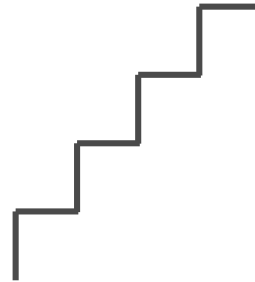


**Are you running coherent go-to-market plays?
Do they match the offers you are selling?**

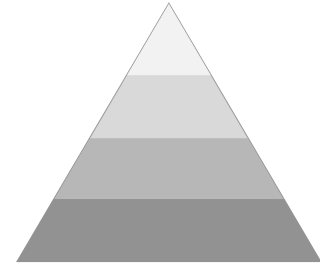
RECAP



Technology Adoption
Life Cycle



Stairway
to Heaven



Go-to-Market
Model

- Customers select from among four different adoption strategies
- Each adoption strategy gravitates to a different offer type
- Each offer type calls for a different sales cycle and pricing strategy
- Each sales cycle is enabled by a different go-to-market playbook
- Assess your portfolio and your team, and master the plays that give you your best shot

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THANK YOU

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