

Patrick Maes

# DISRUPTIVE SELLING

Een nieuwe kijk op sales,  
marketing en customer service

Patrick Maes  
**DISRUPTIVE SELLING**

A new approach to sales,  
marketing and customer service

LEAD  
FOLLOW  
OR GET  
OUT OF  
THE WAY

#DisruptiveSelling

GET THE BOOK  
[www.disruptiveselling.eu](http://www.disruptiveselling.eu)

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SALES FROM 1865 TO 2014











WHAT WENT WRONG?



**CUSTOMERS TOOK CONTROL**





**HUMAN ATTENTION SPAN WENT DOWN THE DRAIN**





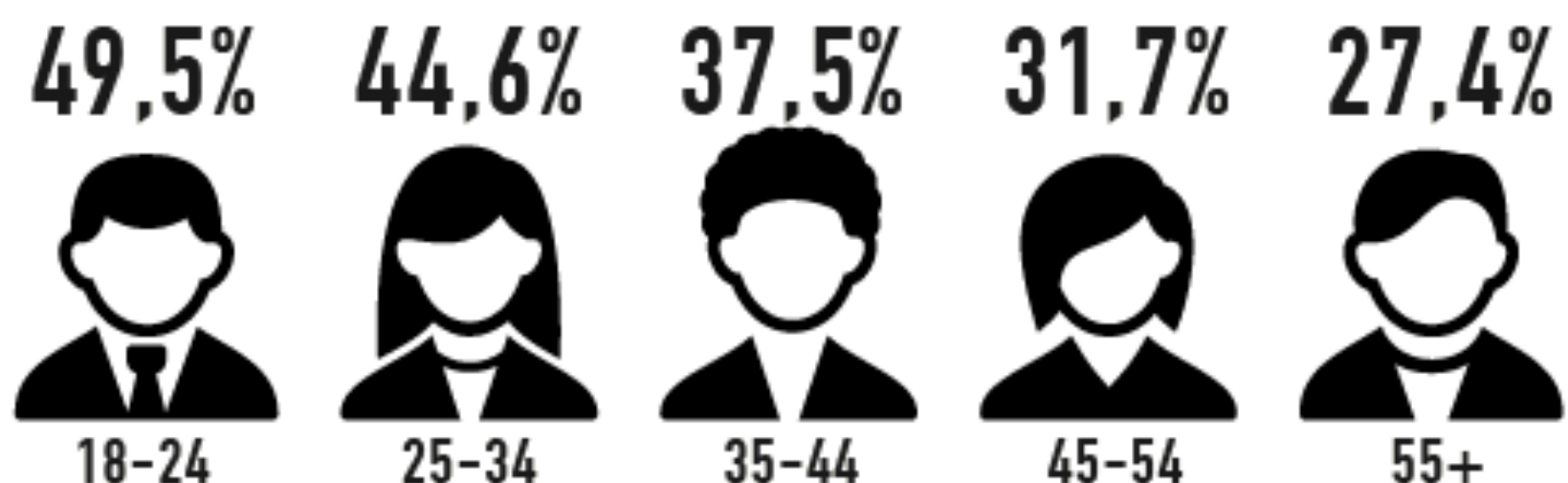
**24/7 AVAILABILITY EXPECTED - ANYTIME/ANYWHERE**





# SOCIAL AND TEXT REPLACED PHONE CALLS AND MEETINGS

HET ZIJN NIET ENKEL JONGEREN  
DIE BETROKKEN ZIJN.



PERCENTAGE VAN DE MENSEN UIT VERSCHILLENDE LEEFTIJDGROEPEN DIE CONTACT HEBBEN GEHAD MET EEN MERK DOOR MIDDEL VAN SOCIALE MEDIA.

68%

VAN DE MENSEN DIE SOCIALE MEDIA HEBBEN GEBRUIKT, ZEGGEN DAT HET HEN GEHOLPEN HEEFT HUN MENING OVER HET MERK TE BEPALEN.



65% VINDT DAT SOCIALE MEDIA BETER WERKEN DAN CALLCENTERS OM VRAGEN TE STELLEN.



DAT IS NEGEN KEER MEER DAN MENSEN DIE ZICH SLECHTER VOELDEN DOOR GEBRUIK VAN SOCIALE MEDIA.



7% VINDT DAT CALLCENTERS BETER ZIJN DAN SOCIALE MEDIA.



40%

VINDT DAT SOCIALE MEDIA DE KLANTENSERVICE VERBETEREN.

DAT IS ZES KEER MEER DAN DE



7%

DIE VINDEN DAT SOCIALE MEDIA DE SERVICE MINDER GOED MAKEN.



**COMPLAINING BECAME A HOBBY**





TIME TO RETHINK SALES, MARKETING,  
CUSTOMER CARE AND VALUE DELIVERY.



The background of the image shows a modern office interior with large glass windows. Several people in business attire are silhouetted against the bright light coming from the windows. They appear to be in a meeting or looking out at a city skyline. The overall color scheme is dominated by a deep red overlay.

THERE IS NO EXCUSE FOR  
**BEING BORING**

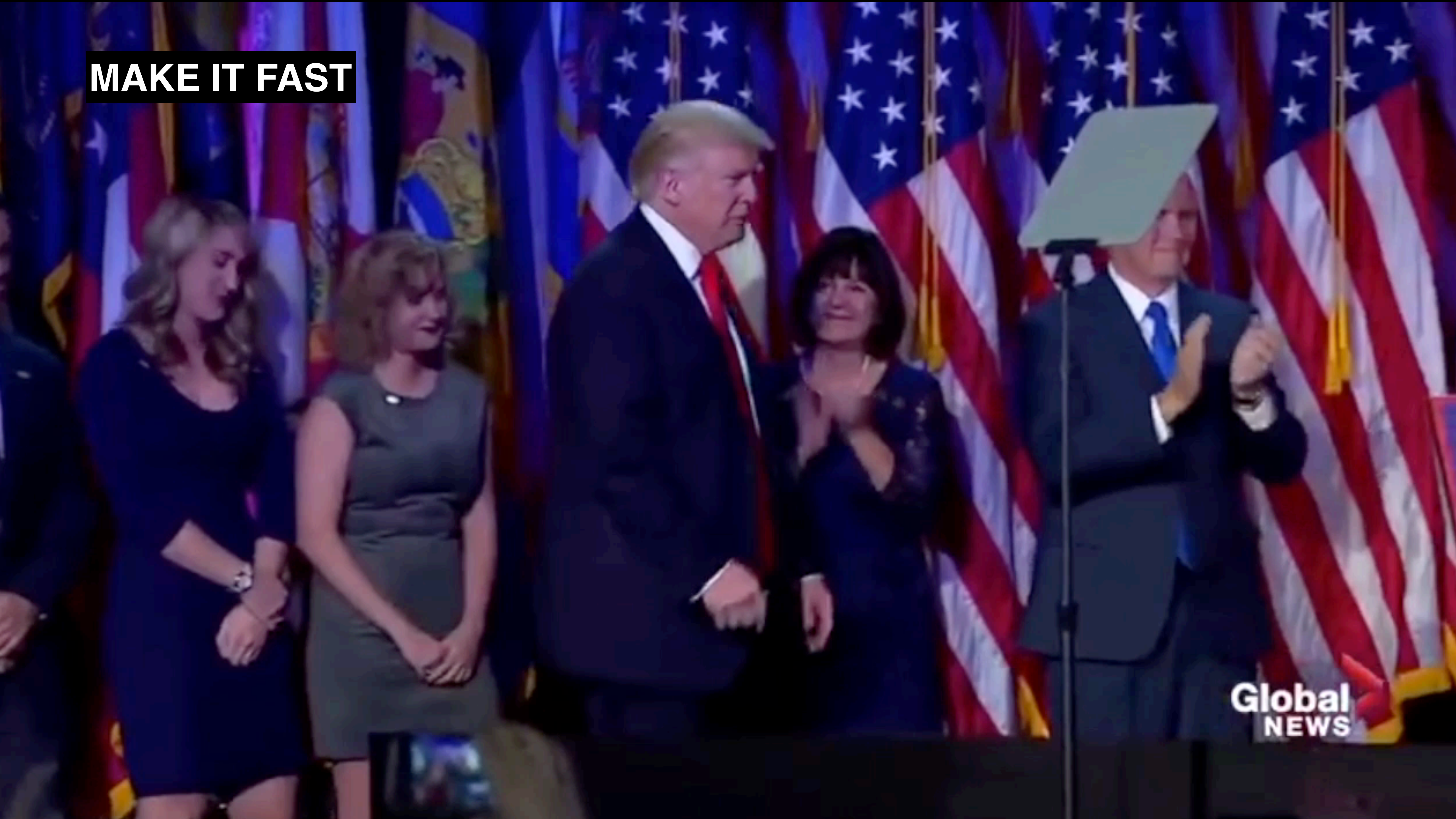


**MAKE IT MEMORABLE**





**MAKE IT FAST**



**Global  
NEWS**



**MAKE IT FUN**





**MAKE IT EMOTIONAL**





**MAKE IT INTERESTING**





**FORGET ABOUT BORING BLOGS**





DO NOT POSITION YOURSELF AS AN EXPERT





**BRING CREATIVITY TO  
THE LEVEL OF DAILY  
SALES**



INVITE A BOT TO JOIN THE PARTY



MEET

AMELIA


[ipsoft.com/amelia](https://ipsoft.com/amelia)



# TURN OPPORTUNITY INTO SALES RESULTS





The image features a perspective view of a road with yellow arrows painted on it, pointing towards the horizon. The scene is bathed in a strong yellow light, creating a sense of direction and urgency. Overlaid on this background is the text "LEAD, FOLLOW OR GET OUT OF THE WAY" in a bold, white, sans-serif font. The text is centered and spans across the middle of the image, with the first line "LEAD, FOLLOW OR GET" and the second line "OUT OF THE WAY".

LEAD, FOLLOW OR GET  
OUT OF THE WAY



**HOW MUCH TIME HAVE YOU GOT?**

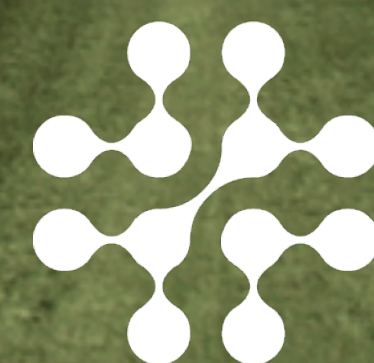




2020



# DO YOU SEE THE OPPORTUNITY?



**CPI**

COMMERCIAL  
PERFORMANCE  
IMPROVEMENT



ENJOY THE PARTY



THANK YOU FOR YOUR TIME



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