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Unlocking Your Power as a Trusted Advisor and How to Grow Market Share

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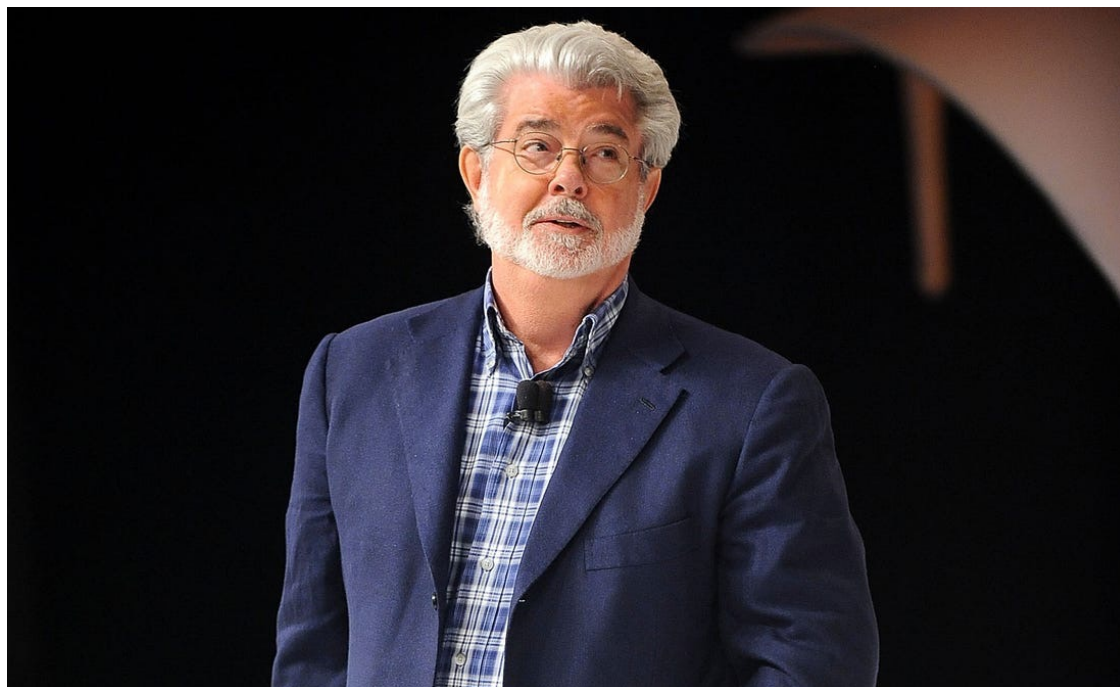
Our industry carries a history of storytelling.





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It's time to tell an old story a new way.





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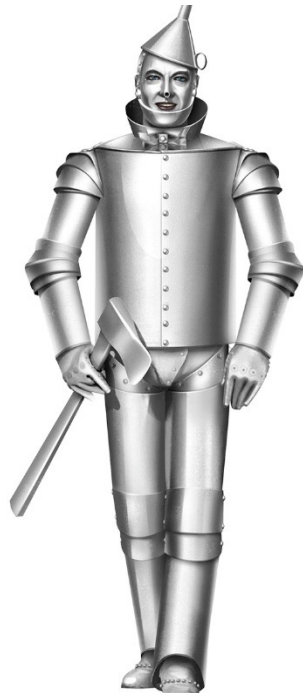
With a new female lead.





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With modernised and improved technology.





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With improved trust and friendships.





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All stories need to combat the villain.





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And we all need loyal companions.





With our new story we need to focus on three key areas:

ONE

Effective approaches to sales development.

TWO

Communicate our unique value differentiators.

THREE

Overcome customer (audience) indecision.



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Effective Approaches to Sales Development

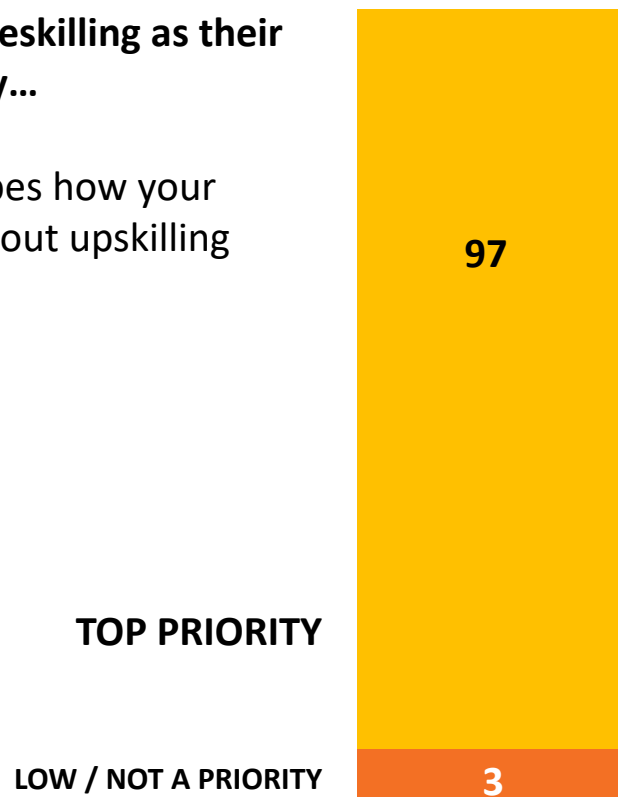


Sales organisations need to reskill front line sales executives and sales leaders to meet the new b2b buying landscape.

Sales leaders see reskilling as their immediate priority...

Which best describes how your company thinks about upskilling your sales force?

% of respondents



... as less than half of sales leaders believe most of their executives have the right capabilities to succeed.

What percentage of your company's sales force currently has the right capabilities to be successful?

% of respondents*

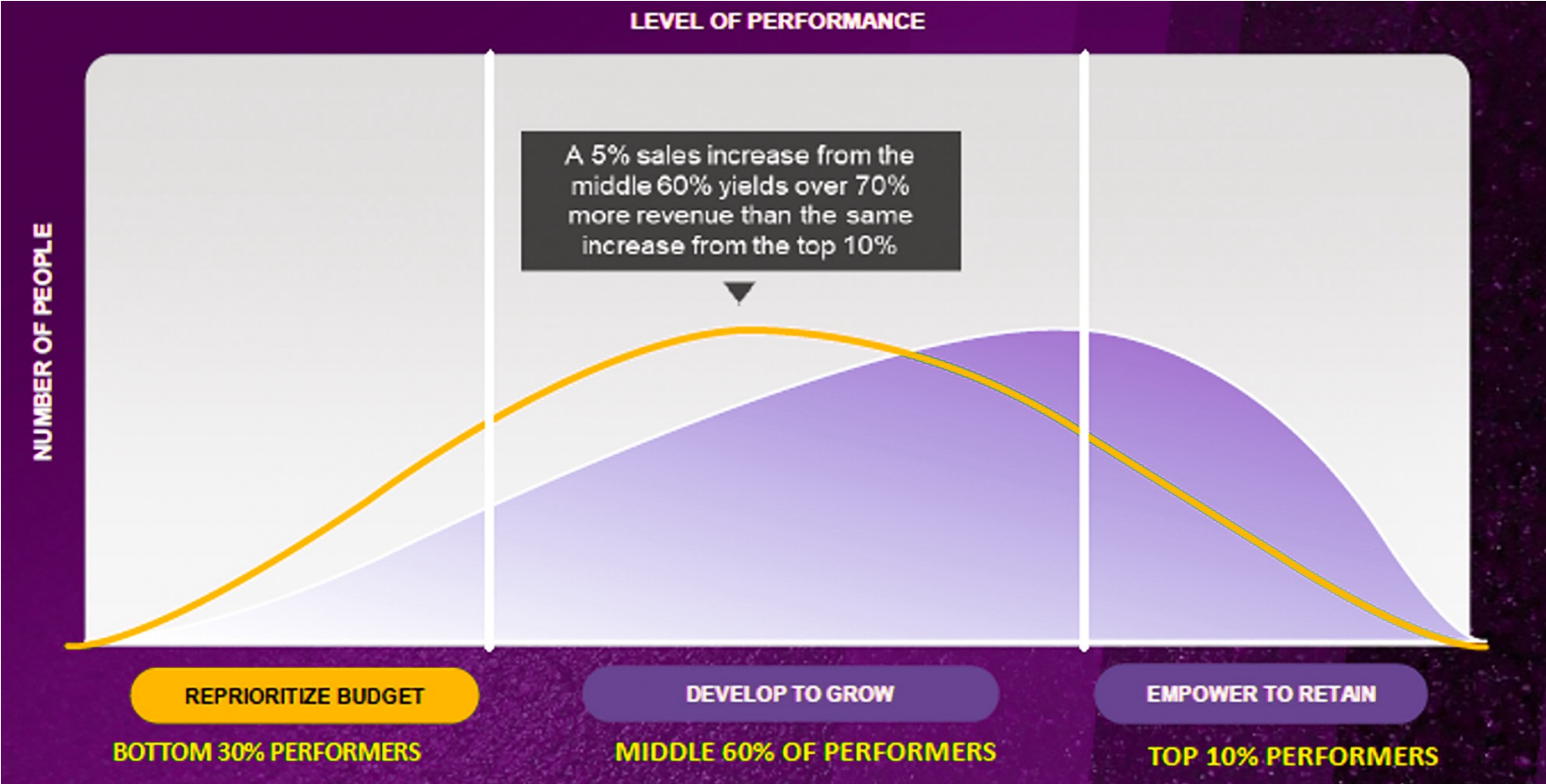


*Figures may not sum 100%, because of rounding.
Source: McKinsey Insights.

Developing and retaining your sales talent should be your highest priority. The most effective way to accelerate revenue is to move your middle performers to the right.



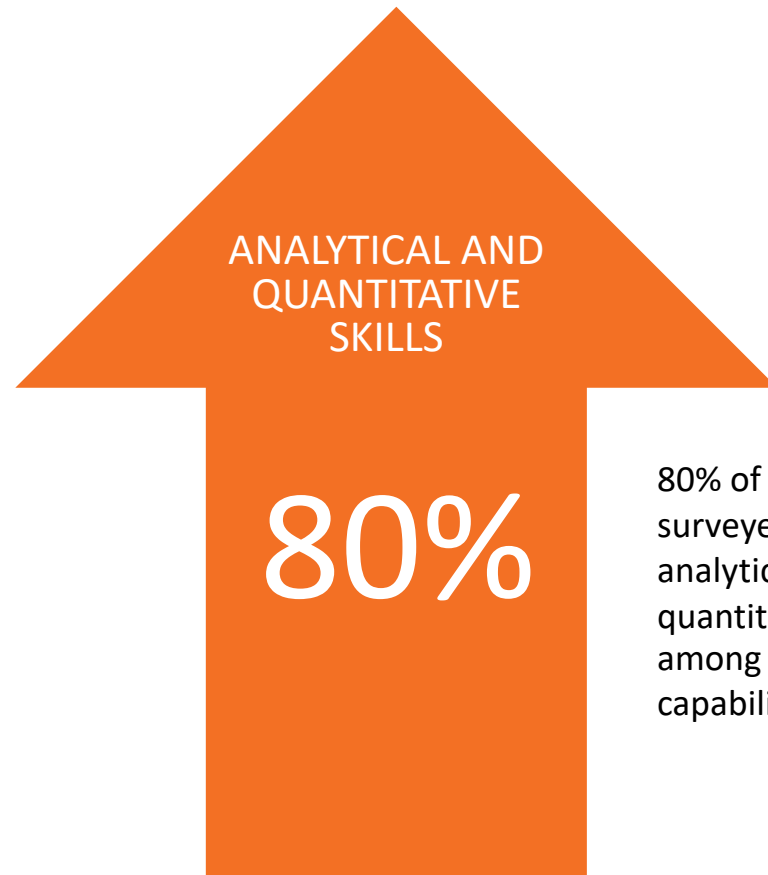
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There is increasing demand for a new type of approach to how we sell. Value scoping rather than ongoing discovery sessions.



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80% of sales leaders surveyed ranked analytical and quantitative skills among the top capabilities to develop

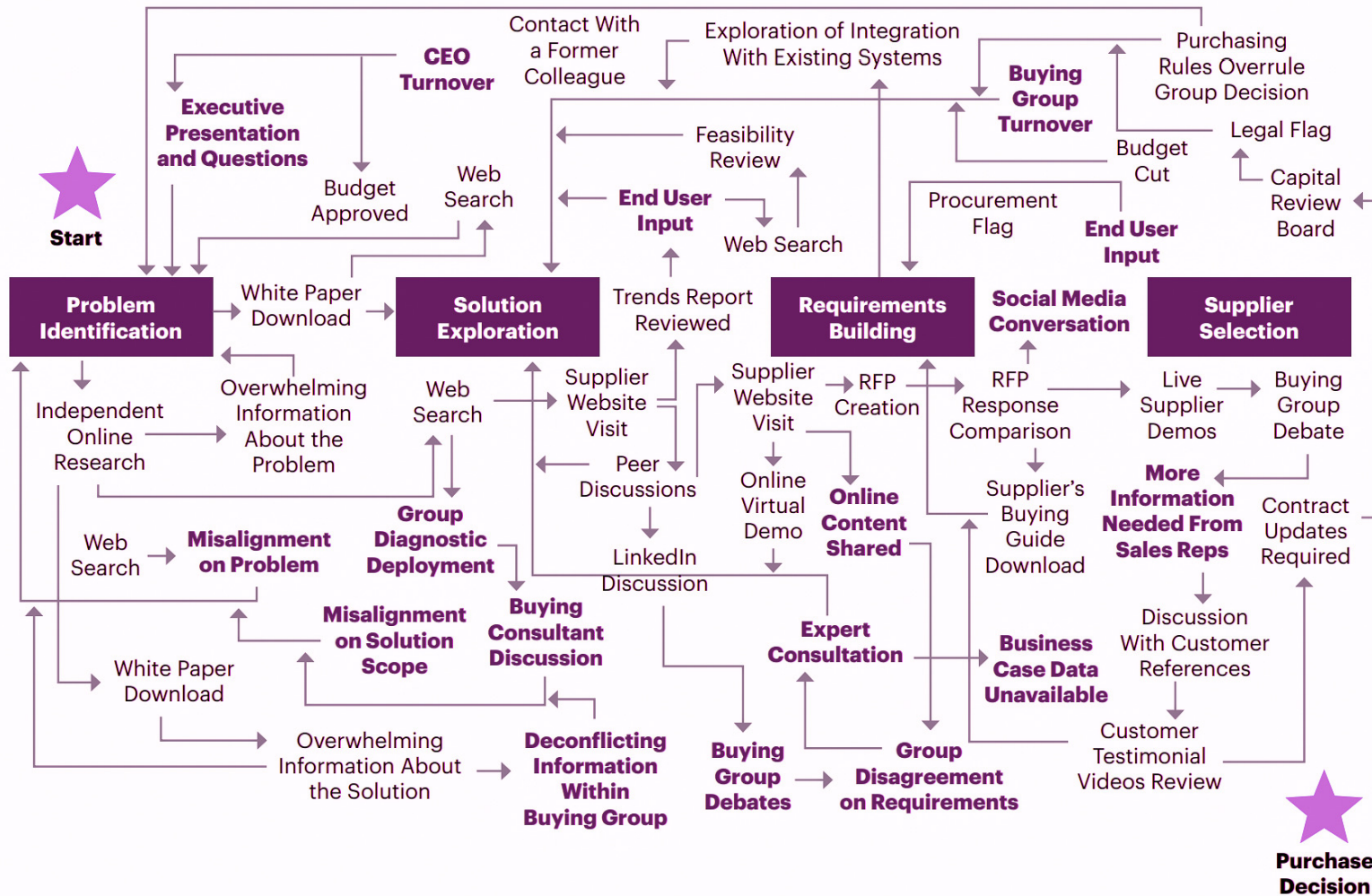


85% believe solution selling will be a core sales capability, requiring strong product knowledge and solution design as well as account-planning skills.

A customer buying journey in reality looks like this...



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Source: Gartner.

Note: **Bolded font** is indicative of always-on "validation" and "consensus creation" activities.



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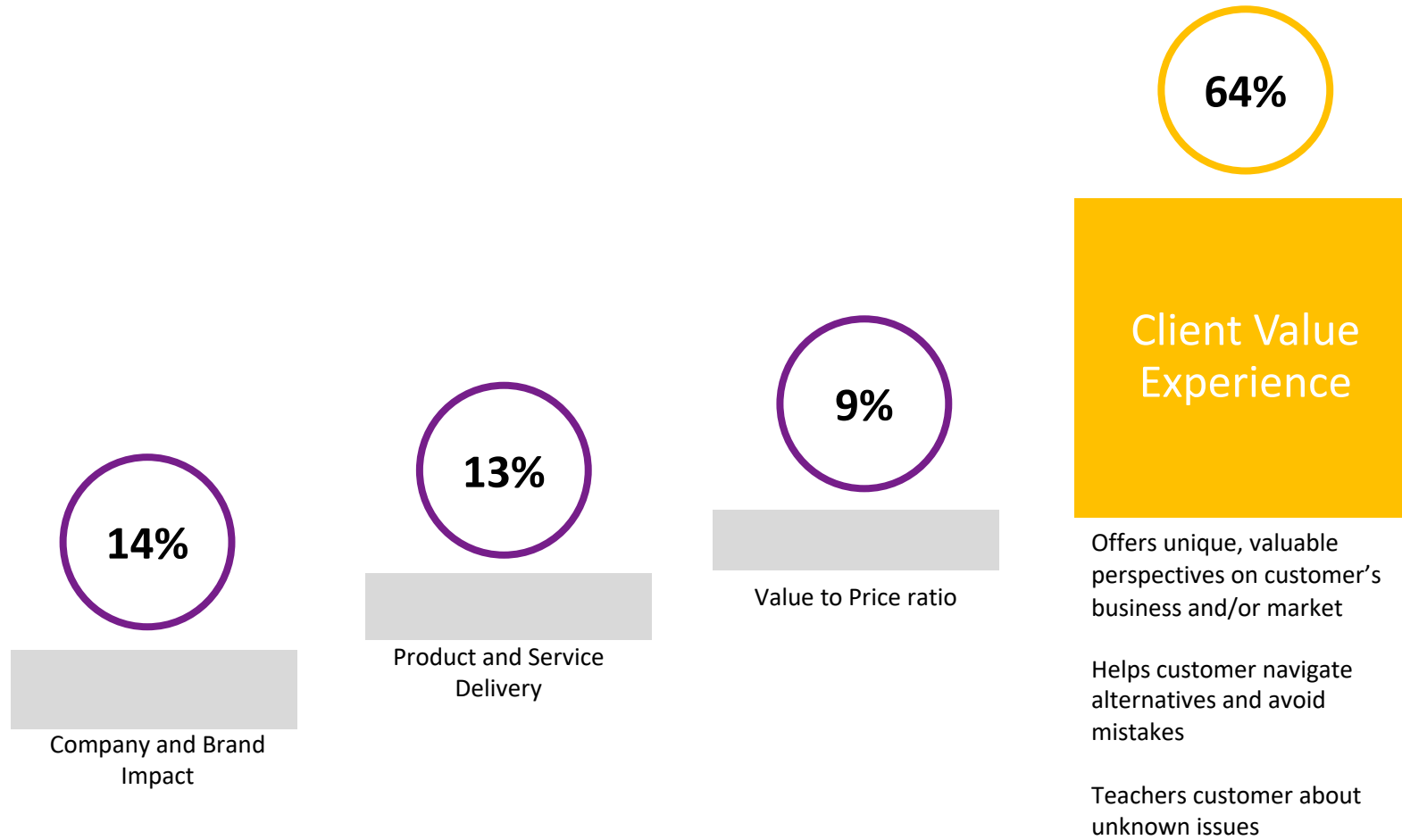
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**Communicating our unique value
differentiators.**

A compelling client experience is the most critical factor for customer loyalty and revenue growth.



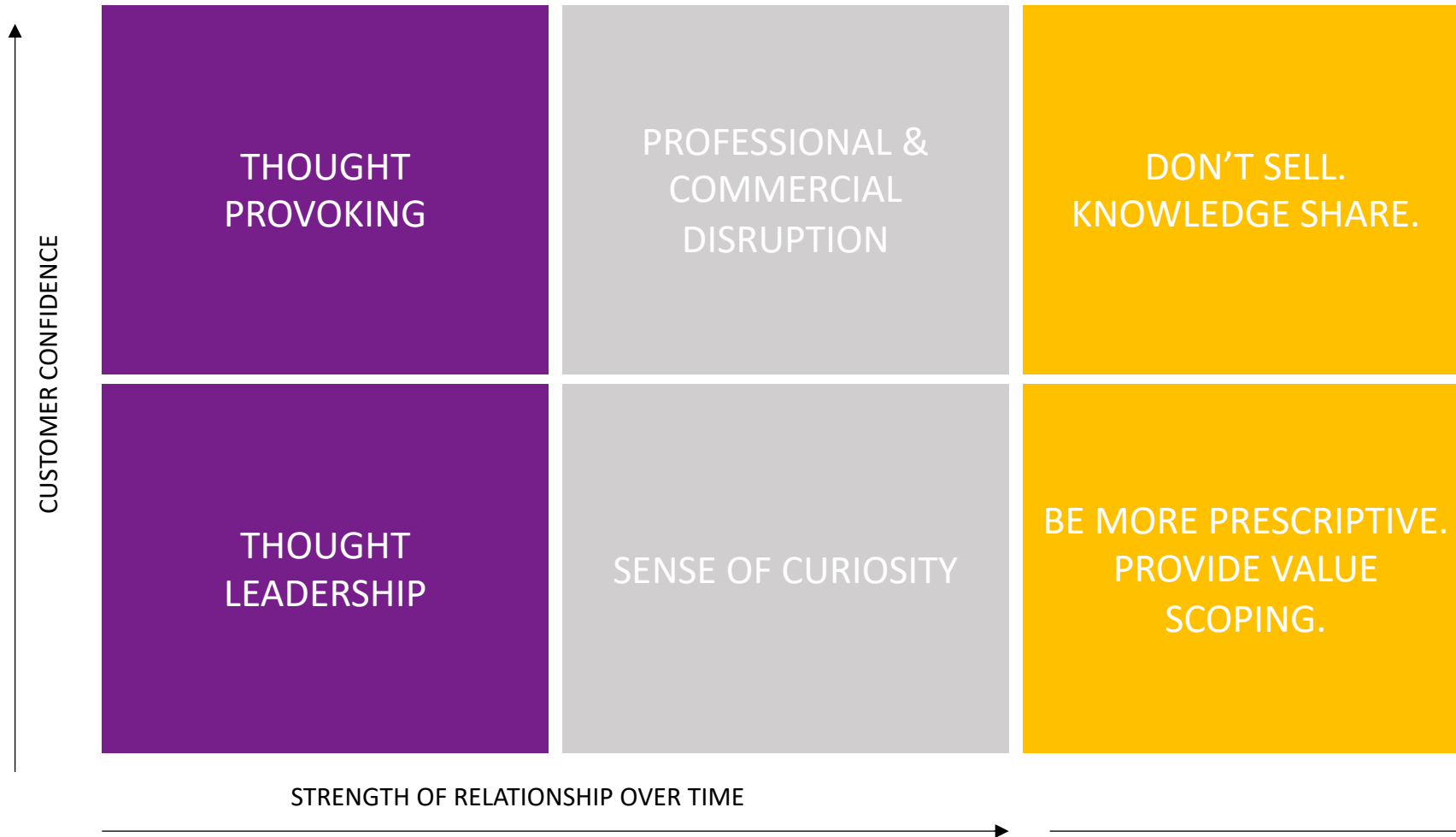
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Proven path to reframe a clients thinking in your favour.



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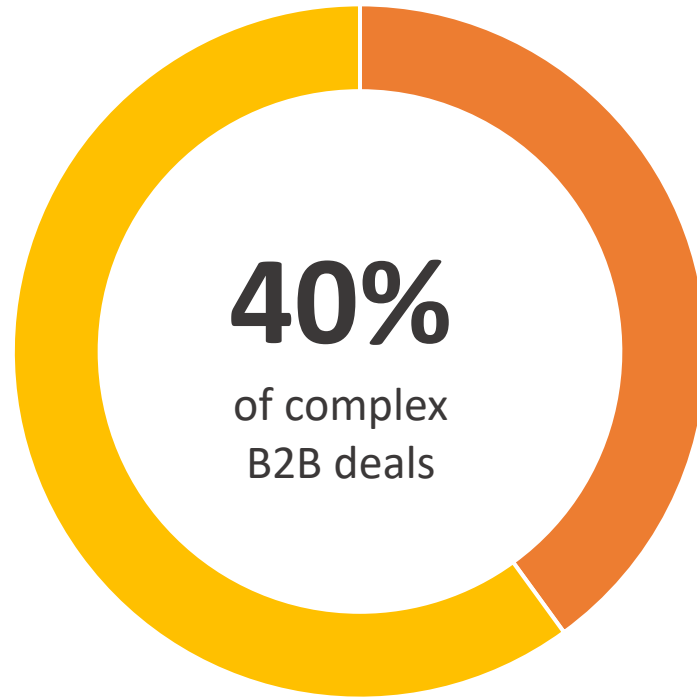
Overcoming customer indecision.

What percentage of B2B deals are lost to no decision being made?



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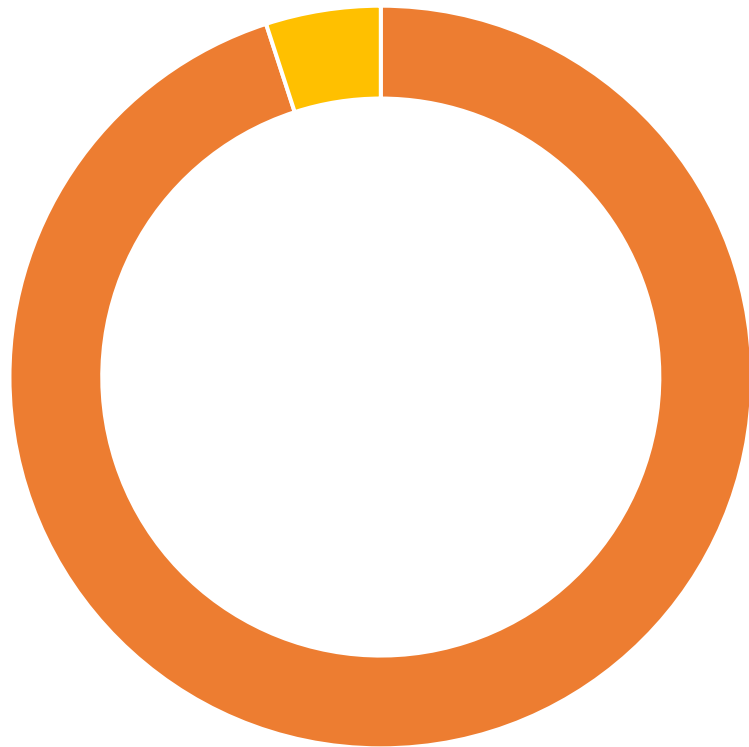
40-60% of deals are lost due to no decision versus the competition.



Uncertainty is fuelling “no decision” and is the hidden danger in the number.



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■ All Respondents ■ World-Class

Metrics	World-Class	All
Revenue attainment	109.3%	97.7%
Quota attainment	69.3%	55.8%
Win Rates	54.8%	47.7%
No Decision	40.0%	60.0%
Turnover, Voluntary	6.2%	8.6%
Turnover, Involuntary	8.9%	8.9%



Know your numbers to empower your teams.

CONSUMER PREFERENCE

55% of consumers prefer paper packaging for being better for the environment.

BOOK PUBLISHING

6% increase in book publishing over past 5 years.
14% increase predicted by 2030.

TRENDS

71% prefer physical engagement from brands over 57% via social engagement.

CONSUMER PREFERENCE

49% of consumers agree they spend too much time on digital devices.

MAGAZINES

16% increase in consumers reading magazines since COVID.

TRENDS

6 to 8 times better reading / learning from print than on-screen.

Source:

McKinsey, 'Where is Customer Care in 2024?', 2024.

Two Sides, 'Trend Tracker 2024', 2024.

Wordsrated, 'Book Sales Statistics', 2023.

Axios, 'Reading print is better for comprehension than screens, study finds', 2023.



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Let's sell print with a new story for success...



Thank you, let's continue the conversation.

CONTACT KELLIE



FEEDBACK

