



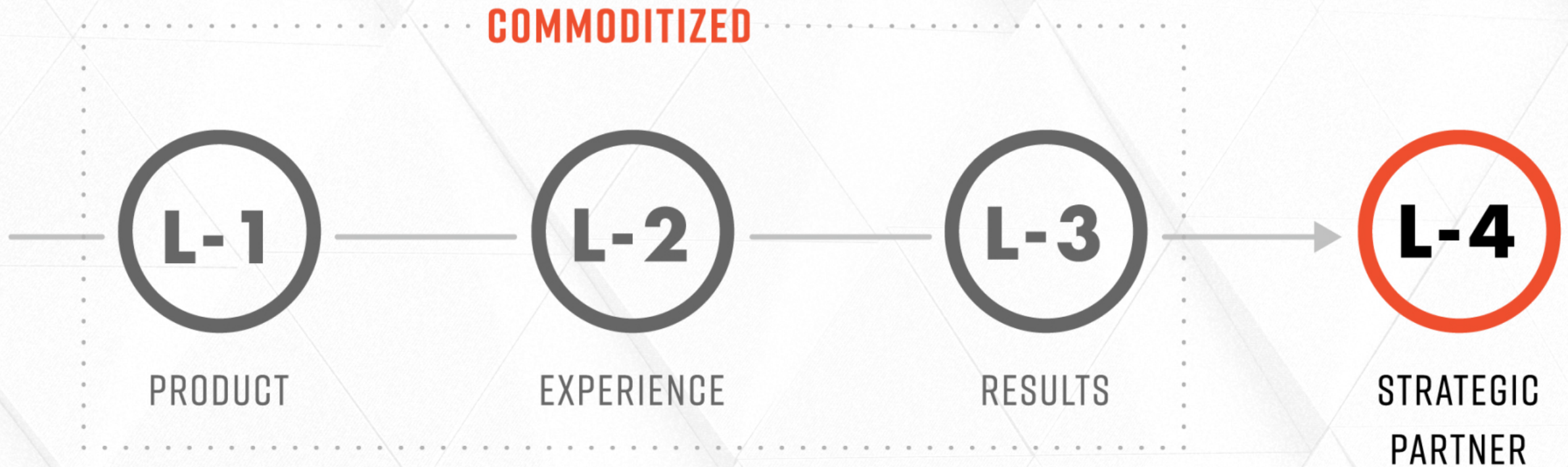
BUILDING INSIGHTS

AND A PROVOCATIVE PERSPECTIVE



OVERVIEW

L4VC - ENTERING FROM THE LEFT




L4VC - ENTERING FROM THE RIGHT





Identifying

INSIGHTS

The background of the slide is a blurred photograph of several people in a meeting or collaborative work environment. Overlaid on this is a graphic consisting of a dashed orange line with six circular nodes. The line starts at the bottom left, goes up to the top left, then down to the top center, then down to the top right, then down to the middle right, and finally up to the top right corner. The text is centered over the middle of this graphic.

5 DIFFERENT TYPES OF INSIGHTS

Trends and Factors

PESTLE analysis

- Political
- Economic
- Scientific
- Technological
- Legal
- Environmental



Surveys, Polls, AND OTHER DATA

USERS: LAST 7 DAYS USING MEDIAN ▾

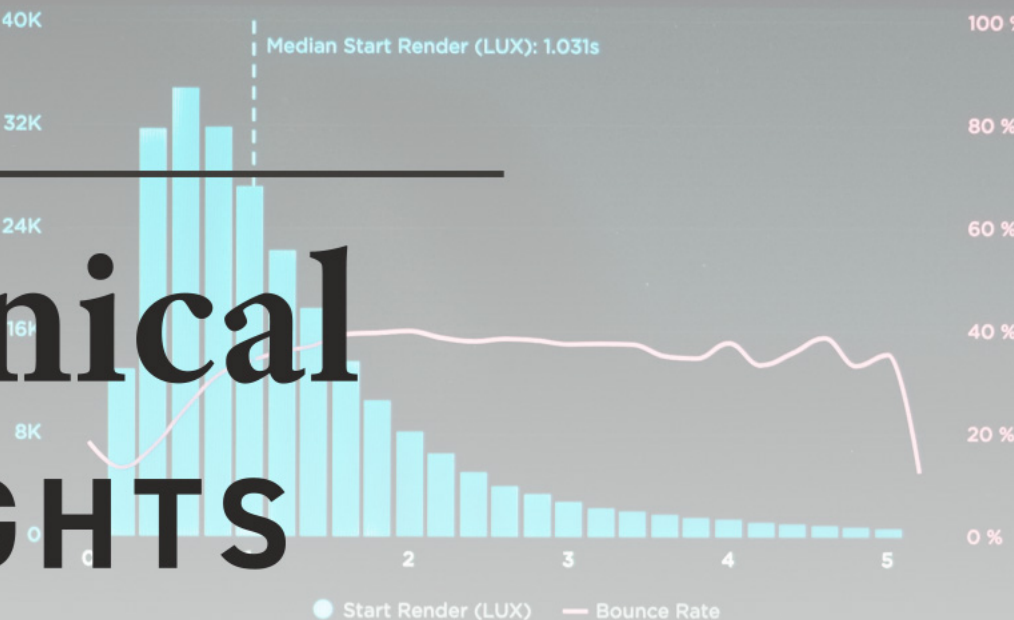
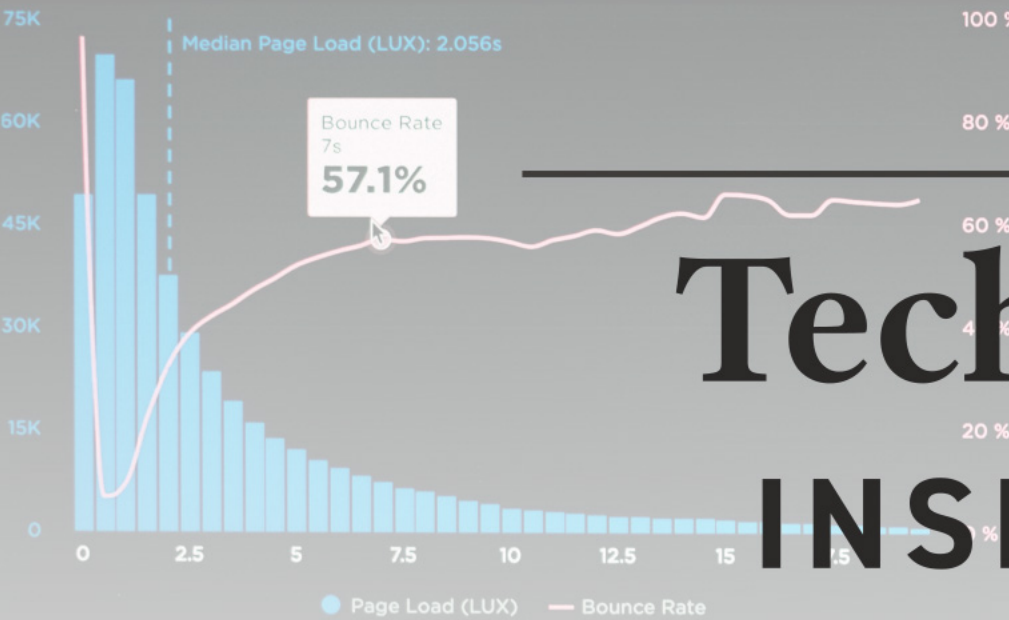


LOAD TIME VS BOUNCE RATE

⚙️ OPTIONS

START RENDER VS BOUNCE RATE

⚙️ OPTIONS



Technical INSIGHTS

PAGE VIEWS VS ONLOAD

⚙️ OPTIONS

SESSIONS

⚙️ OPTIONS

Page Load (LUX)

Page Views (LUX)

Bounce Rate (LUX)

Sessions (LUX)

Session Length (LUX)

PVs Per Session (LUX)

0.7s

2.7Mpvs

40.6%

479K

17min

2pvs

1s

500K 100%

4 pvs

100K 40 min

0.8s

400K 80%

3.2 pvs

80K 32 min

300K 60%

2.4 pvs

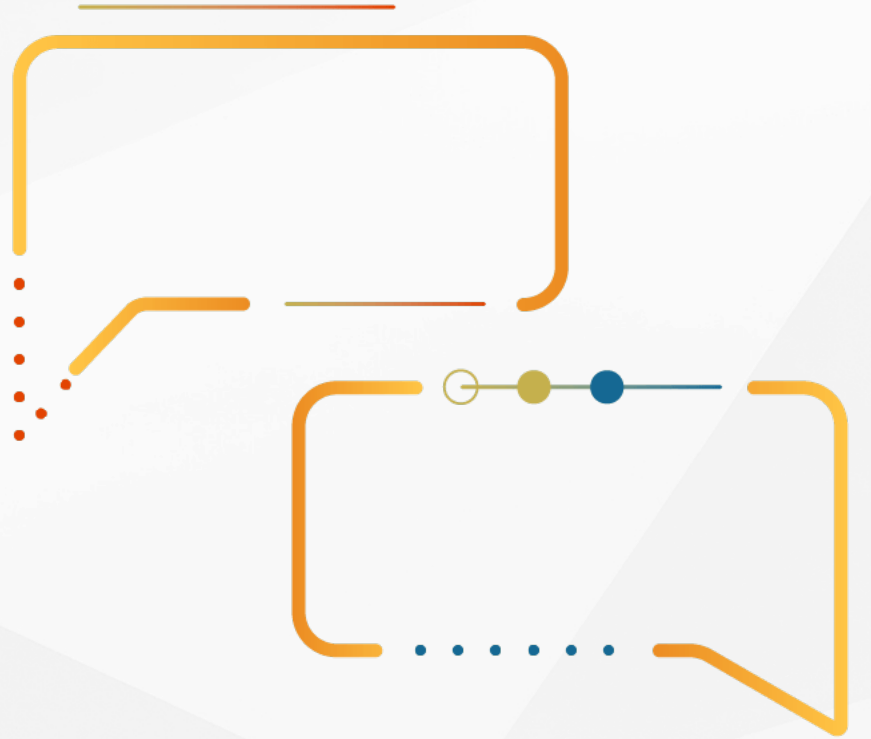
60K



Buying Process INSIGHTS



Execution INSIGHTS



PROVIDING CONTEXT FOR

The Conversation

CONTEXT

- **Helps your client make sense of their world, their challenges, and their opportunities.**
- **Shapes their view of their problems, challenges, or opportunities and their future choices.**
- **Explains why they are experiencing problems and challenges.**
- **Explains how to take advantage of opportunities.**
- **Prepares the client for a conversation about change.**



Assumptions

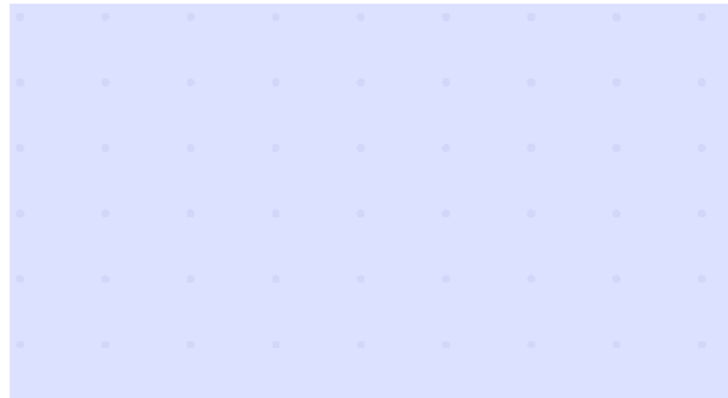
BUILDING INSIGHTS

WHAT ASSUMPTIONS DO YOUR CLIENTS MAKE THAT PREVENT THEM FROM GETTING THE RESULTS THEY NEED?
WHAT LEADS THEM TO BELIEVE THESE ASSUMPTIONS ARE TRUE?

Assumption

Why

1






Mistakes

WHAT ARE THE FIVE BIGGEST CHALLENGES FACING YOUR CUSTOMERS NOW?

Challenge

Impact to Customer

1

2



A Higher Resolution Lens

WHAT ARE THE FIVE TRENDS THAT ARE—OR SHOULD BE—COMPELLING YOUR CLIENTS TO CHANGE?

Trend	Implication	Why Change?
1		
2		

Identify the things that should be compelling your clients to change how they are doing something important to them.

- Use the trends in your business. Finish this sentence: We used to do it that way, but now we do it this way because _____.
- Use the factors in your business or your client's business. Because this happened _____ or is happening, our clients should start doing this. What happened or is happening that will impact your client's business?

Exercise 2: Trends and Other Factors

One of the ways to compel change is to identify the trends that should be compelling your customer to do something different or to change their approach.

The greater the implication of any trend, the more likely it is to compel change. We are trying to help them avoid the implications by helping them see things differently. You are going to look for insights that provides a new view of their situation.



CONTEXT THAT

Compels Change

WHAT ARE THE FIVE BIGGEST CHALLENGES FACING YOUR CUSTOMERS NOW?

Challenge

Impact to Customer

1

2

Five Challenges

One of the best ways to begin the work of building your insights is to identify the challenges your customers struggle with and the impact to their results.

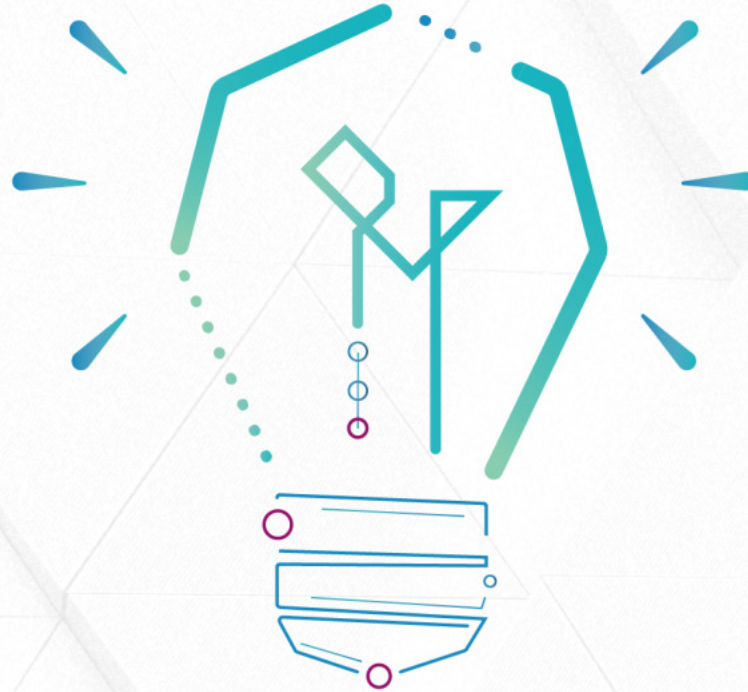
By identifying their challenges, you can recognize the assumptions from which they are operating and begin identifying the insights that would cause them to replace or modify their assumptions.

WHAT DO YOU NEED TO TEACH YOUR CUSTOMER TO HELP THEM MAKE THE BEST DECISION WHEN ADDRESSING THEIR CHALLENGES?

Challenge

What the customer needs to know

New potential decision



Recommendations



ANTHONY IANNARINO

SPEAKER. AUTHOR. SALES LEADER.



@**IANNARINO**



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