

Link: <https://www.youtube.com/watch?v=aXTX5xgSk24&t=1072s>

### **Introducing Brandon Hagen(00:00-00:50)**

Tim Diep: Welcome to the DCKAP E-Summit of Spring Edition. Hopefully everyone's doing okay. My name is Tim Diep and I am the customer success Manager at DCKAP and I will be hosting today.

I would like to bring up Brandon Hagen. He's the director of the safety network division and affiliated distributors. He's passionate about education and sharing knowledge to help others. He served as director of member education services at Safety Network for five years and created a valuable education and market ecosystem.

Well, he is here to share some of their learnings and pursuit of best practices in the topic he has is the end user first. So, Brandon, I'd like to welcome you to the stage.

### **Overview of the talk (0:51-02:29)**

Brandon Hagen: Yeah. Thank you for appreciating a man who just wants to make sure voice is coming through for you. Good with this place first doesn't pull on this floor, I'm fairly bad at slide shows.

So you'll see that the mind of design work I put into it is minimal with that's partly by the side. I think that I'm a lot of time not thinking about PowerPoint. So let me just make sure that what you wanna share is more pungent and sorry. I hope you guys will forgive me for the blank playing slides, but you'll still enjoy the content.

Our organization has been on a mission now for over five years to put the end user first in a lot of things that we do, and we've learned that a clean deal in that pursuit is done. Let me play in the states so we could play successes and that process we've developed.

We think there are a lot of best practices and and round and round and take you guys through the guts of what we've built in all those different best practices and how we're

doing things. I thought it would be a beneficial use of our time today to share with you guys. Some of the core philosophies that we've learned to follow.

You help us to see Vanessa Kerry, I think it would be more beneficial for you guys as listeners to not see exactly what we've done, but instead of understanding what we used to think, through these strategies to decide how we're gonna go our path towards the future and it comes down. It's very simple. This simple concept is in the screen end user first.

### **End User...First- ISA:2021 (02:30-06:03)**

This simple concept you see on the screen and user first.

What we mean by that is, if you're not putting your end user custom, the person that you're selling two persons gonna use your equipment in the day or your services or whatever it is you provide.

If they're not always at the forefront of your strategy off of your direction. Your organization, you tend to be in vertically, making some some missteps. It is at this point that really got driven home to me. Just recently when we went to a conference held at the last AIDS conference that's the Industrial Supplier Association with a phenomenal complex phenomena.

They're really good education speakers there. They had some sessions where I just absorbed love every second and I was curious because they had this theme that you see it. The subtitle here at this theme of the future of selling, and that was what all these industries came together to talk about all these face justice for about like, how are we gonna be changing the dynamics behind our sales force is giving everything you went through over this past year has 10 years of visual adoption and years and it's been amazing for those of us who play in the digital area.

I want to share some of the things that actually got away with me from this conference. I thought you guys would value getting this information passed along to you because there were some things that I found tremendously insightful, but added up to this. This is the future of selling. And what was curious was not only was there a conclusion. He's gonna drive this. But the conversations in the breakout sessions at this conference we're sitting around with groups of five or so of the other people that are attending and talking us all through.

As you did that with the three days it was consistent. I mean, a steady theme of everyone saying

Questions wrong. You know the future of selling was the aim of the conference. That's not what we're here to talk about unsolved. They go because he's selling is going to stay pretty steady. It's probably gonna stay pretty similar to where it's at today. But the difference is that everyone's discussions, even education sessions were all about how the market is going to dress. We evolved.

No marketing is going to be a part of the sales process where we've ever seen before. It was already going their way. But we've had a huge catalyst accuse Accelerator towards making that happen. And that was the big finding of that conference. And it's funny because the conference was designed to help us come to that conclusion. Well, that's what you know and speakers and talking about this are your breakout sessions. It's not about rebuilding the sales people talk about rebuilding anything else. Except for our marketing strategies. So I'll start by sharing with you guys some dialogue and statistics from one of the speakers in particular. I love his name Marcus from McKinsey shared some insights by him. He was an excellent Speaker Like I just love, I'm actually taking his content to just giving it to you guys for words I want to give credit where credit is due. First thing your slide shows you are from his deck. And then there was awesome information just passing along. Check out [marcussheridan.com](http://marcussheridan.com) for more details.

### **Statistics to ponder upon (06:04-09:48)**

First thing you told us we were talking about the future of selling and what it will look like and you know, He said and this is interesting, stat 20% of me to be buyers. Our customers want to return,

See that they hope to return in person, says 20%. It's a pretty abysmal number.

And this is even in sectors that were traditionally dominated by outside salesforce. This includes pharma, Medical and much more. So I was coming.. Some of these changes in these trends could be here to stay.

You know only not me, and we're looking forward to going back to the old way of doing things. Now you continue to push this store with us on the same study you were talking about. You said 90% of his adjustments that we've gone through are expected to stay.

So that was the answer. Well, how much of this stuff is gonna instead? And clearly they keep on setting the date of the texting feedback from both sales pros, leadership in organizations as well as the customers.

Finding consistent sentiment that we've found a lot of synergies. We found a lot of things that we can do more easily and keep more cheaply but still effectively through these virtual meetings. So containing that half the clothes in the morning, three quarters over 75% of both the buyers and the sellers are telling them they prefer these digital self serve models and this remote human engagement over face to face interactions. And they are seeing the sentiment continue to intensify, So it wasn't just a pandemic bubble and we're gonna go back to how we were doing things.

It's well we learned any way of doing things we've learned the more efficient way of doing things. And in some ways more effective, we're gonna keep a lot of these things and plan. So they're saying what this means to us. Isn't that we're gonna change selling forever. They were gonna overhaul the sales for us and overhaul the sales process. Now the sales process is still fundamental. There still is what it is.

What does this mean? Is that our customer's journey, What they're going to go on is going to start without us is gonna do a lot more on the digital, the marketing side before the sale direction involved.

This is the side that I think is really important. I made their color for a rich man. And this one's going to top out 80% of the action. You know, studies have found that buyers now 80% through the sales process. I actually talked to sales, bro. What this means to all of us, and whether we like it or not, is that marketing is now driving roughly 80% of the sales process. Hence fly our conclusion as we went through this whole essay conference. The question isn't about how we should have We retool where we're going to sell products. The question is, how do we need to completely retool the market problems? Because marketing now one hair before?

Is going to be a component of the sales process. Well, what we particularly found was that it's going to be the top in the middle of the sales slow.

That's going to go through a really big change. It's all centered around this concept of, you know, we need to be focused on what the end user is, where they're going, what they're pursuing.

Nobody cares. What do you think? Frankly, I love what Marcus said. He goes. Nobody cares what you think, nobody cares what he thinks. He's like. What matters is what we're actually witnessing what our customers do.

And we keep our eye on that end user first, so we'll be making the right decision. If an organization is strategically off, we can help with understanding how to meet them where they're going.

### **Why is this important? (09:49: 12:12)**

Mentioned sales final is changing. We know it is and I want to talk to you guys today about the areas that we see as an organization, as are most critical components to helping us facilitate this change successfully and you'll see it right here. I go to market strategies are gonna have to change and that's because the customers are now driving.

The sales froze, and drove from start to finish. So I knocked on the door that saw you cradle to grave. That day's been gone for a long time. Now we're seeing that market because it's all about playing the fellow final organism that final dress expansion could be forward. And so I love the way we're closing this right. You know the customers driving, but marketing is gonna be tasked with building the writing.

And at the build the roads to link somebody to a sale.

So we need organizations to build these roads. The roads are gonna be traveled there, and they're gonna be pursued based on our company's reputation.

And our customers' experience. We had to make sure that the customer sees our reputation and their experience as a road. They'd like to travel down. We're going to get really good at telling that story on a regular basis because the fact that matters is more likely than not.

I'm not gonna be getting a sales rep in front of new prospects all the time where they

get to tell this story where they get to build up the reputation of the grand and tell the history and explain the customer experience is gonna be like and give testimonials. Now the reputation is gonna be a brand presence online, our social media presence. How we contribute to the overall community that's not the experience of customers. It goes through is gonna be as you saw 80% done without it. It's going to give them a chance to consume our content. Then looking at things on our Web. I'm learning about who we are very much. It's

And then Miller aside, this is a road I wanna drive down. I want to engage with this foot. So because this is continuing to advance and accelerate. We've seen the need more than ever before to double down on our perspective of putting the end user customer first in all of our strategy sessions on everything we do is how we make sure that we're going over there.

So we consider these reputation and experience as the two primary drivers that we all have to keep in mind when it comes to society. However, how do we want to evolve our company?

### **Customers value our reputation (12:13-16:30)**

You know, customers value our reputation, whether we like it or not really, it is important.. We know they do. It's out there now. You my personal thing. I don't want to put a bunch of work and entire money investment in to help this reputation.

Most of us resist that because that's really a hard path. What does it take to become a Nike? What does it take to become a 3M. Yeah, no, that's a long, long play with a lot of equity from behind those brands.

What I'm challenging us to do is to look at that second bullet there. I say, you know what's true? What's wrong? Why that's no organization. Do you have that clearly defined?

If we look at the three about here, you have a Tesla in space X and Nike in Tom's shoes. You know those air three companies that have tremendous recommend reputations but all for really different reasons.

They're widely or all uniquely different, like as a customer, If you're gonna buy a Tesla Many of them are doing it because they don't believe in trying to help save the planet. Where the heck they just think it's cool. We're gonna want and that mission that why I

was like, Hey, if you buy a test that you're supporting space extra helping us connect all of these dots that gets people to become not only customers.

Very loyal first evangelical customers that organization

No. You could say I'm not gonna have a going to mars type of reputation. Not gonna have a green reputation. Maybe you go to the nike round and that's a tough one to do what you want to be the brand leader, meaning that, like every athlete knows, that is their wearing Nike like you. That stuff has been tested. It's the top performance for their industry.

It's gonna be. It's gonna be a really just get together shoe, basically. But if you buy a pair of shoes, show me also donate a pair of shoes to someone in need, and their organization went from just a small little start up to a national nation like Brandon no time because their lives their mission. They're putting off the end user first, all the sudden making them relevant out there. I mean the reputation, you don't wanna work with so you can see every one of these sometimes. Then why for 90? Otherwise I'm gonna be the best for my customers. That's there. And you for Tom. Just like I'm gonna make sure that you're buying from me as my customer. But you get that good, warm, fuzzy feeling of health in the world.

If you believe in my mission to go to Mars, come support me, so I used this as somewhat tongue in cheek examples, but really, we could look at. I'm sure everyone out there could name one or two or three competitors and there is a tree that had a reputation that's really, really strong. And I think it's pretty safe to say that when the reputation next form is probably one of the largest components of their value competition, okay? So what did you do? Regardless of the odds to lunch in the cast people could have accomplished for yourself. Why don't you get it done? It's not worth cracking, because if you do it well, you know it becomes one of the biggest things that help me succeed in the marketplace. Long term.

So you can think of doing it anyway. You know, you could contribute to the community. And I mean the industry you're in. You could help share your knowledge with people. You can get back as you go. You could be someone like Tom. Just help my communities and you're gonna help your industries. You could. You know green things are very simple Examples for you to see there.

They all lead to a lot. Hey, we exist because we want to contribute to the community. As we go. We exist because we believe in sharing out. So if you had that, why, well defined as an organization, you usually are really good ground.

About that. Why does it become a little bit tough? Most re strategy sessions are gonna be very, your goal is you centric rather than one of your customers.. How can I help them right now? So we continue on this path. Your reputation is important, I think it is when we all get and we know how hard it is to achieve, we can be achieved. I think today in today's day and age of social media, it is easier to achieve than ever because it's free to publicize yourself in those channels that have the most viewers. Shouldn't that receipt, you know it used to be. We have to go on TV or magazines and papers at stocks even cultivated following on our own, just by being altruistic, doing the right thing and sharing your life and your story to get followers. People who look like this are somebody who we want to support and that can snowball quickly out of it. It's a task worth pursuing.

### **What about Customer Experience, where is the end user? (16:31-19:59)**

It's not about reputation, what it takes to build that. But when I passed my state and this is where it's gonna really test how much you focus on the end user. Do you have this end user first mentality?

So here's our past yourselves. No, have any of you ever sat through this strange decision? Nothing to yourself. Ask yourself this question, and I sat through the strange session. Now we're gonna launch this new great product or service. We were super excited about our goal to sell this much by the end of two cores from let's get to work, man. Here's what makes it awesome. Has these great features, these benefits here some facts and figures, just great marketing material on it. There's some good information you could take out. There's a one pager for it. Here's how he's simply suggesting you go out there and sell it. Now. Let's go out there and get this thing sold. Let's accomplish our goals. Get this thing done.

If you've sat through that a strategy session, and that seems to be the primary strategy session that you sit. There is an organization here for the new product. Here's what we want to accomplish is how we're gonna market. Let's get done.

Well, you're likely not a customer centric organization. You're likely not an organization who puts an end user first in your strategy. You're putting yourself first, your strategy

another and usually comes into how you thought you could figure out how to sell them to figure out how to take it to him? You might have set loose with a moment like But at the end of the day all you don't say, I think you're gonna like this. I wish I lived my nanny position right.

We're inside our reputation could let their customers know that they, of course are altruistic about us and experience that they go through with us can show them that we're here to serve you not get our job done, because when we look at this strategy session

Basically saying, Where the heck is he? And where is it? I mean, I don't want my customers to hurt. What if we might be selling drills, But they're buying holes after we can kill a whole man without that, trailing behind that mandrill, so war will use talk about how we're gonna sell our drill and getting here's what makes our drill so amazing. Let's go to the market with our drill. We totally missed the point.

The customers buy and hold. We weren't talking about how we could help them stick to their work, but it seems tongue in cheek. But our goals are not our customers' goals. So we gotta forget our goals. If the goal that we crafted is not around how we help this customer out.

It's pretty around. So forget your goals, especially those that come to its selling and are going on the market strategy. We need to just ask herself someplace simple questions in order to calibrate ourselves around this and use your first on Palestinian. Let me ask these questions internally to help make sure that we're bringing something out for developing some new service.

That we've checked all the boxes to make sure our choice of words the way we presented them communicates. It's gonna be all about our customer, customer centric because good storytelling asks of ourselves. What are our customers' Gold relative to these product servants?

And what would their ideal experience be purchasing it and using the first scene is a big experience. So we want if we're stay focused on these. Here's the features and the benefits. I got a proposition. Here's how we're going to sell it.

Most presenters just already come out and tell you everything there is to know about this and talking about him and Amazon.

### **Why did Amazon grow? (20:00-22:05)**

We always think how Amazon has grown freaking rapidly. There's a lot of things there but one of them is that we all know, every one of us. Not only is that basis really could care less about his suppliers and less about his distributors. And you could basically care less about employees, and that one's got made him so hot water, But I mean, really, when it came to everything Amazon ever done is an organization.

It was all about their customers' experience . How can I make sure that they have the best experience? This is a absolute end User First organization now and at the end of the day, they know that if they own that, and user if they get that preference from the end user they've won. They've won the whole supply chain. They've won the whole negotiation. There's nothing else to debate here. You've got to go through that.

So when we look at folks like this, you know, we want to make sure that we emulate this model of a simple it and I was gonna end user first, Ask yourself one of their goals, one of their ideal experiences and then follows up once you know those goals you do you have the experience laid out maps like this is how they love to purchase our product. This is what they have to know. Here's what we're gonna cross reference without me. Here's why I'm not there and I left that sales meeting. Here's what they're probably gonna do.

If you could think through what they're going to do and deliver the things to help them do that. You've given half the experience along the way for that. You're saving them work. You're creating loyalty and trust. So we just asked ourselves about other challenges. Will they have faced accomplishing that goal?

What are those challenges listed that somehow have them mapped out and see how many of these challenges can we help them escape through? How many can we just give them the information? They need to make the decision where they choose or not. Let's just do it right.

And how could we help them get there, So he's very, very simple questions require robus they required and you go back here. You say what our goals was there to experience this a lot on. You ask yourself what challenges that I faced at the customer end. Those goals are a lot of dots to connect right there. But you're gonna make a map of how you could go to market in a way that's most efficient for your hospital. So they bring this thing home.

## **Empathy with the end user, listen to the voice of the customer (22:06- 28:17)**

I just think that not just everybody applies some empathy out there. What I mean by that is, you know, Make sure we're seeing this stuff throughout Customers Act put ourselves in their sheets.

You think of a time because we've all been buyers. We've all bought major things. Think of the time that you were buying something. You felt uncomfortable. You didn't like it. You don't want that, Bender.

When I tell me all about what you said. Fixed on my fire, my engine only I'm talking about now I feel helpless and it's a horrible experience. When I talked to the people who make sure I feel good about this process being dragged.

It's a horrible experience, actually buy a pool pump with the same fleet.

So ask ourselves some questions. You know what? Whatever made that a better experience personal as your personal thing. What would you like to have happened to you? What information would you have needed?

Would've made you one in your decision.

If you can lay that out there for yourself Simple purchase, It could be something you can use to map out your company's purchases. Your approach process, so don't create more little teams. Absolutely. So one of the things that encouraged us to do more often as a collective body of professions is to lean on this old old adage of invoices, Customer

There's always the customer's right, all those all those things, but I mean, sometimes there's so much value and just being warned and asking our customers questions. What could I do to create more law? T? What can I do? For a better experience process and just listen to.

You know if you ask most of the time, they're going to tell you the answers.

If you ask enough, you're gonna figure out what the most common answers are. You have a strategy. And in that old field of dreams thing, man, you could build it. They will come. You don't have to outsmart ourselves, you don't have to sit here and create most conflicts in the world. We just need to listen to our customers.

You get what direction they want to go in and then build exactly what they're looking for. And I'm not saying this is gonna be easy guys. Because simple is hard. Simple is a very hard thing to do, you know and think about where it was. I was that years ago. They asked their customers what they would like in order to purchase through their platform all the time. It's a simple request. I value consistent daily times with free shipping.

And that's requested a simple, simple request. But man that's hard to make happen. In fact, for most of us that would be impossible to make happen.

But that's the only guy like they used and they came with the most successful distributors in history. So we don't know what our customers might tell us. They might tell us how to value your instituted user interface with no instruction manual.

You don't say, that's gonna be impossible. Well, if it's impossible, then that's gonna be a big laugh because someone else figures it out. The impossible like basements did what could happen to the industry?

So nice. It's simple as that gives us a huge amount of work to do. Dude, the organization's better so I'm in my blind spots. Well, that might mean that you're gonna have to be more forthcoming and explain to them the challenges that kind of face and then be very transparent in this process, so they don't learn that from somebody else and then also discredited.

Maybe one of the price options with easy comparisons. We start online now. What reviews on my stuff whenever they want to know what Hillsborough is? They want to pick the sales pro and spend the time we're seeing more and more of that out there. In fact, we know of a case study for one of our members who implemented the ability to review their sales people. You can look at their cells from online profiles. Were they on them? What they specialized in where they liked to be.

The person who says why they're not going to meet with this person, You know, they're specialized and gassed. I want to talk to this individual. Well, they have found that when they let the customer give up control, they say here, Mr Customer. You decide how you want to spend this to play out with us. We'll give you all the information. You need your decision and let you decide you want to engage with us working to help, they have found that when they're getting meetings through that medium they are closing at over a two times council acts with these people. It's insane like that. They're

there. They're there. Case like that. We're gonna write up because no one knows how that played out, and they're not getting a ton of means. They're the ones that are really quality. It's like the people decided this is gonna wanna talk to totally disarm the cell structure.

They only want to do that because customers have been asking about that. So if we take the time for the end user first of all our strategy for business asks ourselves. What are their goals? What's their ideal experiences? What challenges they're gonna face doing this and how can I help them? Get through this process? It's technically a really straightforward approach to the market.

And it seems so simple. It's shocking that we can't do it. But I know why it's because that asks, we get our sometimes insurmountable. Again. You're all things really for us to work for. So I conclude by just saying this guy's just keep it and use your first drone. We don't let them become the tails that your strategy session doesn't start off with your business schools and how you're gonna go to market.

Start off with what are my customers' goals? And how would they prefer us to engage? That's a great way to recalibrate ourselves in the strategist section and become a story. Tell it, are you willing to explain how you create this reputation of the market? You are willing to explain how you had a great experience so your customers know you're wise. You could tell that story and be willing to give up more information.

More control and just warm your knowledge only to the public that you ever have before. Because if you're not giving that information up, if you're not putting the pricing out there, if you're not giving the map to make this process easy.

Someone else will and when they're engaging digitally in your sales force is that they're talking that customer's gonna drive down the road of your competition. Who's getting in the information they wanted upfront was being very transparent with process helping them see their blind spots, and they're gonna pick up the phone one day and say, I want to talk to this company instead of yours and your team are teams will all be stuck in the cold calling just regular role of nobody answered anymore. It's shifted. It's changed. We gotta make sure that our road is the best road to drive down when it comes to their journey in the sales process.

## Wrap up (28:10-30:00)

This stuff has been helpful for you all. As I mentioned. I don't wanna go into how we didn't want All of these things were very, very proud of where we're and it has been awesome. We have our membership over here. But I just wanted to share it with you guys again. The taps that we follow are a very simple process, but it requires a ton of heavy lifting.

Or to actually get results out of it. I'll pass it back over to you. I don't know if there's any questions or comments like that. But hopefully you guys enjoyed that little presentation. I think it's much Brandon. That was a great presentation, and I was taking notes by myself. So just mind boggling, saying the 80% go to the sales process or through the process before they talk to sail seems so.

Very important information, right as we're looking for digital transfer, So thank you again. I know you're very busy with your schedule. Just thank you so much for just this from your time for this great presentation. So thank you so much for that. That's all we have for now, and hopefully you get to stay tuned for the next DCKAP esummit in November. We do have these sessions on a monthly basis. Specific case study examples, I think the one for June will be more on the Jan San industry. Thank you guys so much for your time, and you guys get to stay safe out there.