

JAKEDUNLAP

SALES GROWTH LEADER

Project W:

**ADAPTING** TO THE

MODERN

CUSTOMER



# JAKE DUNLAP

FOUNDER & CEO



Skaled is a B2B sales consultancy focused on helping organizations and the people that work there reach their full potential.



# LET'S CONNECT



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# ASK ME ANYTHING

#ASKJAKEANYTHING





**Trends are  
changing.**



#ASKJAKEANYTHING

**WE HAVE TO ADAPT  
TO OUR  
CUSTOMERS NEEDS.**



#ASKJAKEANYTHING



# STOP THE ROBO CALLS

JD

#ASKJAKEANYTHING

FRANKMARTIN



**STOP THE  
SEND ALL**



There are now **128m business emails** sent per day.

There are now **936m sales calls** made per day.



#ASKJAKEANYTHING

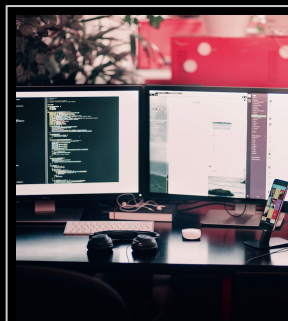




# NOW, WE HAVE



New Buyers



New Technology



New Mediums

# THE 3 STEP PROCESS TO ADAPTING YOUR BUSINESS

**ADAPT YOUR  
MESSAGING**

**BUILD YOUR  
BRAND**

**OPTIMIZE YOUR  
PROCESS**



**ADAPT YOUR MESSAGING**

**YOU ARE THE  
EXPERT!**



#ASKJAKEANYTHING

# People follow people, not brands.

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COMPANY PAGES ARE PASSIVE  
PERSONAL PAGES ARE ACTIVE

# BUILD YOUR BRAND

**ADD**

**POST**

**ENGAGE**

**JD**

#ASKJAKEANYTHING

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**SUPPLEMENT WITH  
TECHNOLOGY**



#ASKJAKEANYTHING

**#1**

**FIND  
WAYS TO  
SIMPLIFY**

**#2**

**USE THE  
DATA**

**#3**

**DON'T  
REINVENT  
THE WHEEL**



# EFFECTIVENESS OVER EFFICIENCY

# IT TAKES

# HARD WORK

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## DO

- Research your customer
- Connect with your customer
- Optimize your messaging
- Be an expert on your customers problem
- Use tech to supplement

## DON'T

- Think 1 size fits all
- Send mass emails
- Rely on Technology for everything
- Half ass your effort.

**YOU** HAVE **THE**  
**ABILITY** TO  
**CREATE CHANGE**



#ASKJAKEANYTHING

# QUESTIONS?

#ASKJAKEANYTHING

**CONTACT** [jake@skaled.com](mailto:jake@skaled.com)

**FOLLOW ME**

