



Blender

Mastery. Truth. Growth. Fun.

**PEOPLE ARE
MORE
DISTRACTED
THAN
EVER BEFORE**

A man wearing a grey beanie, a white striped shirt, and blue jeans with suspenders is perched on a thick, mossy tree branch. He is using a hand saw to cut through the wood. The background shows a vast, hazy landscape under a sunset sky with soft, pinkish-orange clouds. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The overall mood is contemplative and focused.

SOLVING THE WRONG PROBLEM



IT'S NOT ABOUT YOU

A marble statue of a bearded man, likely a philosopher, is shown from the chest up. He has long, curly hair and a full beard. He is wearing a draped garment. He is holding a white rectangular sign in front of his chest. The sign has two lines of handwritten text. The first line is written in red ink and says "Know thyself" with a red horizontal line striking through it. The second line is written in teal ink and says "Know thy Customer" with a teal horizontal line underneath it. The background is a clear blue sky.

~~Know thyself~~
Know thy Customer

BUYER PERSONAS

44% of B2B marketers use buyer personas

3-4 personas usually account for 90% of company's sales

81% will pay a premium for industry experience & specific solutions

71% of companies who exceed revenue and lead goals have documented personas

56% of companies have created higher quality leads using personas

36% of companies have created shorter sales cycle using personas

STILL NOT A BELIEVER?

- Acquiring new customers can cost up to **5x more** than keeping existing customers
- A 2% increase in customer retention has the same effect on profits as cutting costs by 10%
- On average, companies lose approx. 10% of its customer base each year (aka customer churn)

HOW DO WE MAXIMIZE INFLUENCE? SERVANT LEADERSHIP



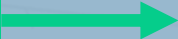


**WHOEVER WANTS TO BE GREAT
MUST BECOME A SERVANT.**

-Mark 10:43



**DESIGN THE
EXPERIENCE**



**UNDERSTANDING
YOUR CUSTOMER**



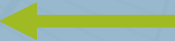
**CUSTOMER FOCUSED
LEADERSHIP**



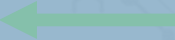
**DECISION
PARTNERSHIP**



**VALUE CREATION
PRE-INVOICE**



**EMPOWER THE
FRONT LINE**



VARIABLES

MESSAGES

DESIGN

OFFER

DISTRIBUTION

PLACEMENT

FREQUENCY

BUDGET

WHICH IS THE
PROBLEM?