

# RIDE THE WAVE

## NEW CHALLENGES FOR SALES AND MARKETING



CONDITIONS



SKILLS



RISKS



**BE MORE LIKE THE SURFER**



**RIDE THE WAVE**

### 3 PRINCIPLES OF THE SURFER

**EMBRACE CONDITIONS**

**PROGRESSION-BASED MINDSET**

**EXPLORE RISKS**

### HOW WE CAN APPLY THEM TO SALES & MARKETING

-  MAP
-  MEASURE
-  PROCESS

-  SKILLS
-  INVESTMENT
-  CHANGE

-  PROTOTYPE
-  RISK PLAN
-  REWARD

### DISCUSSION

KNOWLEDGE OF CONDITIONS



1 2 3 4 5 6 7 8 9 10

MINDSET FOR NEW



1 2 3 4 5 6 7 8 9 10

TOLERANCE FOR RISK



1 2 3 4 5 6 7 8 9 10