

The Arrow's Point

Issue 2, July 2015



Welcome...

...to the latest issue of 'The Arrow's Point', the newsletter of Arrosam Ltd.

This year I made my first visit to Southern Manufacturing, “the UK's LARGEST regional manufacturing technology, electronics and subcontracting exhibition”, according to the show website.

Southern Manufacturing certainly is a biggie, with over 600 companies on show. First impressions were good! I arrived just before midday and found very busy aisles, the show having opened at 9:30.

Fortunately, for the exhibitors, busy aisles translated into busy stands with most companies I passed engaged in conversations of one sort or another.

Attendance did decline quite sharply after about 2 pm but I always find the last couple of hours of a show day are the best time as exhibitors have more time to talk.

It was very gratifying to hear a number of companies reporting record years last year and indicating that this year would be as good. For these companies, at least, economic recovery is well under way.

As I mention in my [review of Sales Innovation Expo 2015](#), I have become a little sceptical about the value of exhibitions in this age of freely available information. However, on the evidence of both shows, the exhibition is very much alive and kicking. Long may it continue!

We would love to hear your thoughts about exhibitions. [E-mail us](#) with your stories, good, bad and ugly, and we'll include a selection in our next newsletter.

See you next time!

Neil Fletcher

Director

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25 Years ago (1990)

- ◆ The Human Genome Project was founded with the goal of determining the sequence of chemical base pairs which make up human DNA, and of identifying and mapping all of the genes of the human genome from both a physical and functional standpoint. Originally expected to take 15 years a 'rough draft' of the genome was finished in 2000 with the project formally declared completed in April 2003.

Sales and Marketing Excellence for

Science, Engineering and Technology Companies

How NOT to do Sales, Part 3

A few weeks ago, I received a telephone call from 'Ash'. He also told me his company name, but he gabbled it so I didn't understand what he said. How convenient!

His next words filled me with dread, as he announced that I may be entitled to £2,345 (or some such precise figure) in compensation for being mis-sold payment protection insurance (PPI).

Without pausing, he launched into a lengthy introduction telling me how most people in the country had already received their compensation. When I had the chance, I leapt in and said:

“Ash, I'm really not interested in having this conversation with you.”

Drawing his breath, he went on to explain that the majority of banks in the UK were guilty and had set aside millions of pounds in compensation and how successful his company had been at helping people claim what was rightfully theirs and then he gave me a long list of banks they had dealt with, finishing with asking me which bank I used.

And then silence.

Nothing wrong with that, it's a perfectly legitimate and successful technique to get the prospect to speak, often giving you more information than you have asked for. What he got was:

“Ash, what did I say to you last time I spoke? What was the last thing I said to you?”

After umming and aahing for a few seconds, he had to admit that he couldn't remember so I repeated my earlier assertion.

Ash explained that lots of people he speaks to say they aren't interested and then he proceeded to tell me, again at great length, that credit card companies were also guilty and they had great success claiming money back from them and here's a long list of credit card companies, which credit cards do I have?

This time, his silence was met by mine as I terminated the call.

So why did this end so badly for Ash?

His primary mistake was not listening to his potential customer. Not once, but twice! He was so focused on delivering his script he failed to pick up a huge clue that I wasn't interested in what he was trying to sell me.

A simple qualifying question – *may I ask why you aren't interested* – would have saved both of us a lot of time, moved him more quickly on to someone who may be interested and saved me a deal of frustration! (That said, I did get this article out of it so 'it's an ill wind...' and all that.)

- ◆ The Dycam Model 1, the earliest known portable digital camera sold in the United States (in 1989) ships in November 1990. It was originally a commercial failure because it was black and white, low in resolution, and cost nearly \$1,000 (about \$2000 in 2014). It later saw modest success when it was re-sold as the Logitech Fotoman in 1992
- ◆ One of the largest and most well-preserved Tyrannosaurus Rex fossilized skeletons is found by paleontologist Sue Hendrickson near Faith, South Dakota in August. The skeleton was over 90 percent complete and measured about thirteen feet tall and forty feet long.

50 Years ago (1965)

- ◆ The world's first PC, the Olivetti Programma 101, goes into volume production retailing for approximately \$3,200 (well north of \$20,000 equivalent today.)
- ◆ The Post Office Tower opens in London. At 191 metres (627 ft) it is the tallest building in both London and the United Kingdom, titles it held until 1980 when it was overtaken by the NatWest Tower.
- ◆ First broadcast in UK of popular science programme 'Tomorrows World'. It ran for 38 years until cancelled at the beginning of 2003.

100 Years ago (1915)

- ◆ 'Little Willie', the prototype military tank developed by William Foster & Co. of Lincoln, is first tested by the British Army.
- ◆ The General Theory of Relativity is formulated by Albert Einstein. It provides a unified description of gravity as a geometric property of space and time.
- ◆ William Henry Bragg and his son William Lawrence Bragg win the Nobel Prize in Physics "For their services in the analysis of crystal structure by means of X-rays."

The key to success in sales is simple – always, ALWAYS remember, it's NEVER about you and what you want, it's ALWAYS about the customer and what they want.

Science

In the last issue, we mentioned the Longitude Prize and its £10m prize fund to help solve the problem of global antibiotic resistance. We're sticking with it for this issue because we believe it is one of the critical issues of the 21st Century.

Some 7 months on from the opening of submissions, there are [89 entries listed on the website](#). These are from a mix of individuals and organisations from around the world. The level of detail in the applications varies and ranges upwards from the very sparse

“I have no experience in biology, some in mathematics, and intuition. I'm looking at the role of mathematics in diagnostic development.”

(Yes, that really is all it says on the website!)

Applications can be submitted at any time, but they will only be reviewed and assessed every four months. The prize will close if and when a suitable winner is found. Until this point the prize will remain open with assessments every four months.

Whilst we haven't looked at every single entry, there do seem to be some promising signs of finding a solution to this critical problem.

Engineering

Wikipedia defines engineering as “the application of scientific, economic, social, and practical knowledge in order to invent, design, build, maintain, research, and improve structures, machines, devices, systems, materials and processes.”

To the man or woman on the street, the term 'engineering' conjures up pictures of heavy machinery, noise, dirt and grand projects like bridges, skyscrapers and tunnels.

However, the 2015 winner of the [Queen Elizabeth Prize for Engineering](#) was Professor [Robert Langer](#) of the Massachusetts Institute of Technology (MIT) in the USA. The prize was awarded for his pioneering work in drug-delivery systems, tissue building and microchip implants.

His first Eureka moment was finding a way to release biological anti-cancer compounds in a controlled way into the patient's bloodstream. By engineering water-filled channels into polymers such that they wound around in long, precise pathways, Langer controlled the amount of time it took to

Sales Enablement Thought Leader Interview – Neil Fletcher

I was recently surprised (and pleased!) to be asked for my thoughts on the future of the sales enablement industry.

Tamara Schenk of [MHI Research Institute](#) defines sales enablement as “a cross-functional discipline to drive sales performance and sales force transformation.”

Perhaps more useful in helping our understanding is her further explanation that “*sales force enablement equips salespeople with all the relevant skills and competencies, and provides content, messages and strategies for every stage of the customer's journey, tailored to suit different buyer roles, with the aim of generating more valuable conversations and developing more and better business.*”

You can read the interview [here](#).

I thoroughly recommend seeking out the other interviews in this series by Carrie Morgan of [The Sales Way Ltd](#).

Sales Tips

Price Should Never Be The Issue

- ◆ “It's too expensive” means you haven't identified what is valuable to the buyer. Clarify exactly what is their objection to avoid haggling.
- ◆ If your solution is business-critical, remind them of the Alan Shepherd quote “...suddenly I realized I was sitting on top of a rocket built by the lowest bidder.” Do they want to be that person?
- ◆ Reframe their objection in personal terms - “When you buy your next car, will you be looking for the cheapest option you can find?”
- ◆ Reframe their objection with regard to their company - “Is it your company's policy to be the cheapest supplier in your market?” NOTE: only works if they are **not!**

disperse the large molecular weight drugs used for the treatment of diseases such as cancer and mental illness.

He used engineering principles, coming up with a new, systematic, and rigorous approach in medical material design. Professor Brian Cox (probably Britain's best-known scientist) has said. "*He, as an engineer, developed an engineering solution to a medical problem.*"

Proof-positive that engineering not only operates on a macro-scale but also on a micro- or even nano-scale without a piece of heavy machinery in sight!

Technology

In 2006, researchers at the University of Cambridge's Computer Laboratory became concerned about the year-on-year decline in the numbers and skills levels of the students applying to read Computer Science.

Six years (and many prototypes) later, the Raspberry Pi series of credit card-sized single-board computers was launched, retailing at \$35 (£22). The intention was to promote the teaching of basic computer science in schools.

In a bid to boost uptake in UK schools, in 2013 the Raspberry Pi Foundation partnered with Google to hand out the PCs for free. By October 2013, it was said that more than 200,000 units "were in the hands of kids" overall. However, it has also been claimed that many of these are gathering dust because the device and the huge instruction manual weren't teacher-friendly.

Whoever is using the Pi, it's clearly here to stay as February 2015 saw the release of Raspberry Pi 2, with twice the RAM, increased processing power via a faster quad-core ARMv7 processor and complete compatibility with the original generation of Raspberry Pi's.

[E-mail us](#) with your Raspberry Pi stories for inclusion in future issues of The Arrow's Point.

An Apology

It's taken far too long to bring this second issue to you and for that we humbly apologise. We promise to do better next time!

- ◆ Reframe the conversation in terms of their long-term strategies and goals but always focus on issues you know they value or you will just get dragged back into price being the key evaluation criterion.
- ◆ Restructure your offer to move closer to what they are willing to pay.

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