



# Blender

Mastery. Truth. Growth. Fun.



PEOPLE ARE  
MORE  
DISTRACTED  
THAN  
EVER BEFORE

A man in a striped shirt and jeans is sawing a large, mossy tree branch with a hand saw. He is standing on a grassy hill with a valley and mountains in the background under a sunset sky. The image is framed by tree branches in the foreground.

# SOLVING THE WRONG PROBLEM



**IT'S NOT ABOUT YOU**

A classical statue of the Greek philosopher Socrates, shown from the waist up and seated. He has a thoughtful expression, with his right hand resting on his chin and his left hand holding a rectangular sign. The sign is white with a thin black border and contains the text "Know thyself" in red and "Know thy Customer" in blue, with the latter word underlined. The statue is set against a solid blue background.

~~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)

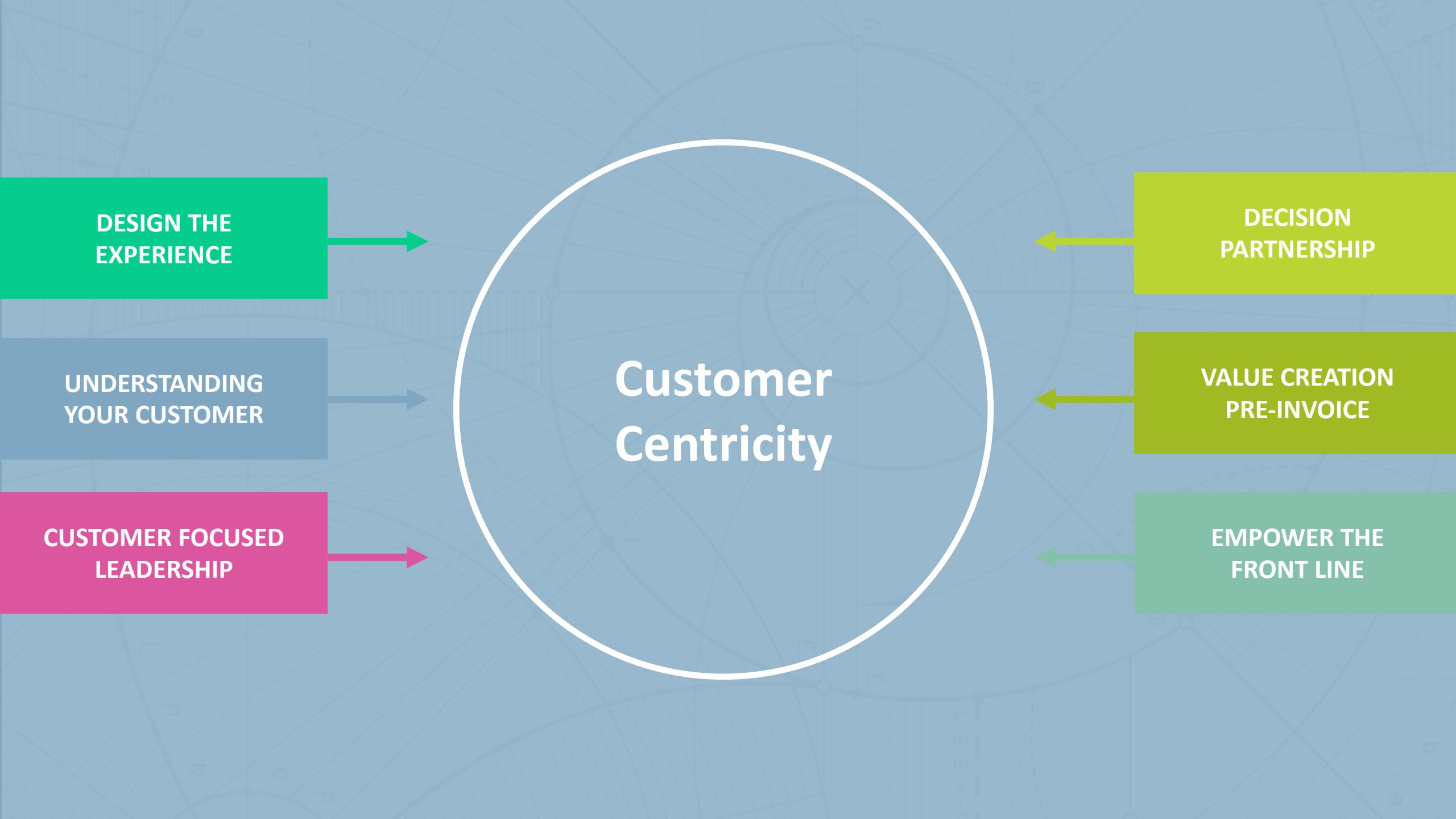
# HOW DO WE MAXIMIZE INFLUENCE? SERVANT LEADERSHIP





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

**-Mark 10:43**



# Customer Centricity

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?