



PIRATE X SKILLS

MARKETING VS SALES

LET'S END THE WAR

BEN SUFIANI

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008

GROWTH MARKETER

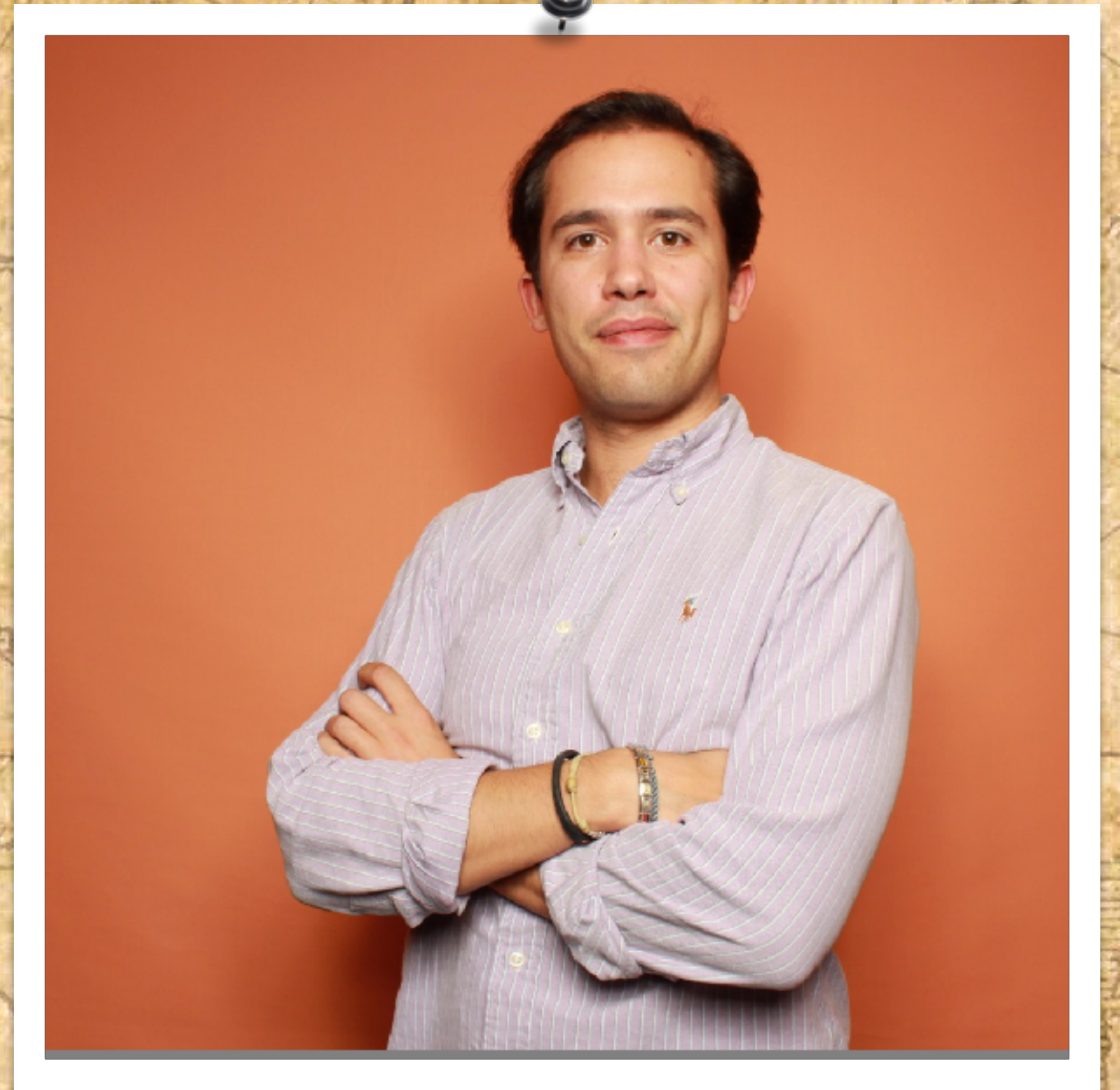
HOST OF PIRATE SKILLS



PIRATE X SKILLS

**DANIELE DELLE
DONNE**

**HUBSPOT
CHANNEL ACCOUNT
EXECUTIVE**



Pirate X Skills

SEBASTIAN SCHÄFER

CEO & OWNER
MADE2GROW GMBH

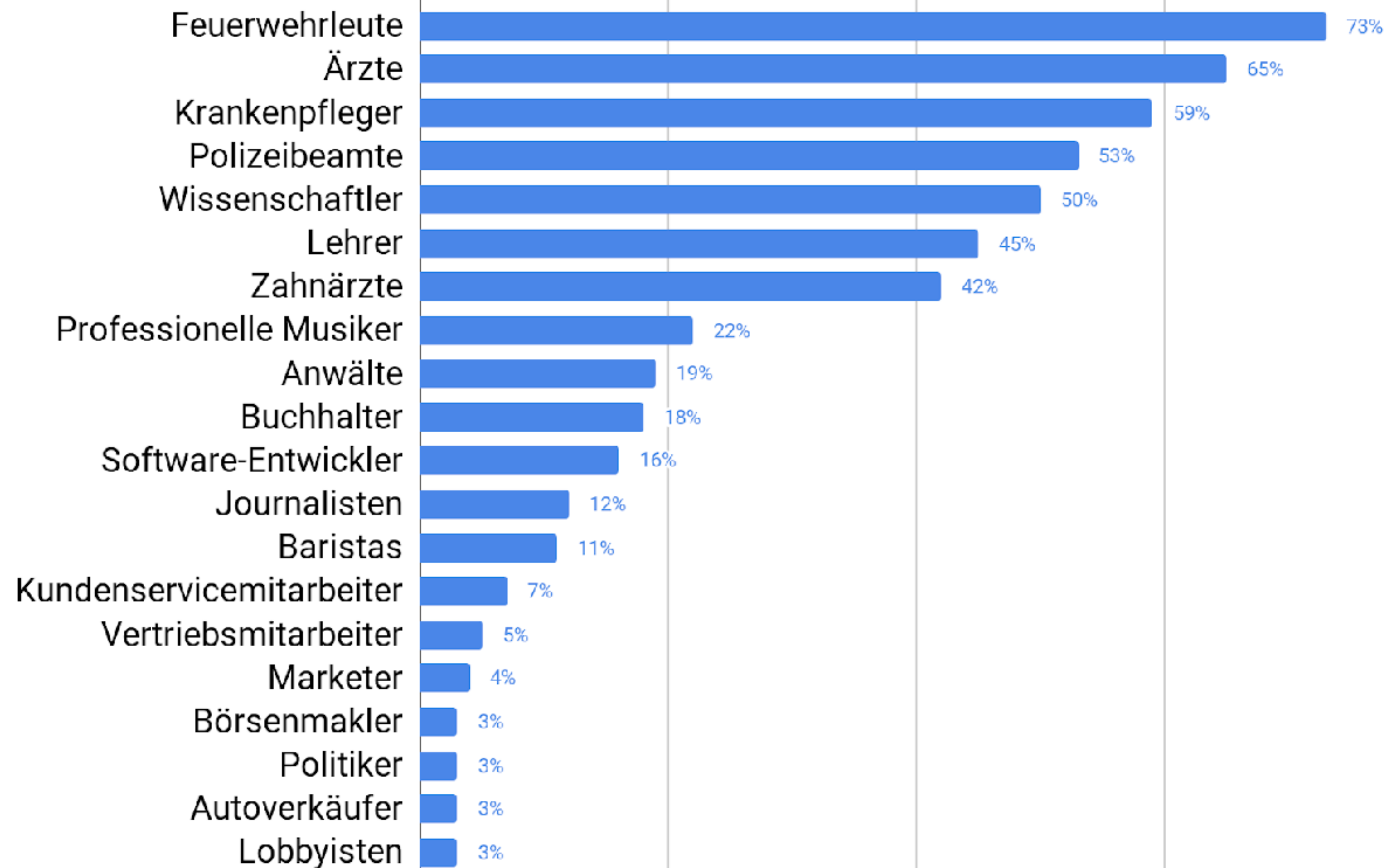


Pirate ~~X~~ Skills

Agenda



WHICH PROFESSIONS ARE HIGHLY CREDIBLE? WHICH ARE NOT?



WHY DON'T THEY BELIEVE US?

PIRATE X SKILLS





9 SECONDS

AVERAGE ATTENTION SPAN OF A GOLDFISH

PIRATE X SKILLS



8 SECONDS

OUR AVERAGE ATTENTION SPAN

PIRATE X SKILLS



**DEAR BUYER, WHEN
DO YOU WANT TO
TALK TO A SELLER?**

**60% SAY
„AFTER I MADE A COUPLE OF
QUERIES AND NARROWED
THE CHOICES TO A FEW
POTENTIAL PROVIDERS.“**

**TIMES FOR MARKETERS
AND SELLERS HAVE
NEVER BEEN
HARDER 🙄**

THE ERA OF THE BUYER AND HOW MARKETING AND SALES HAVE TO CHANGE

PIRATE X SKILLS

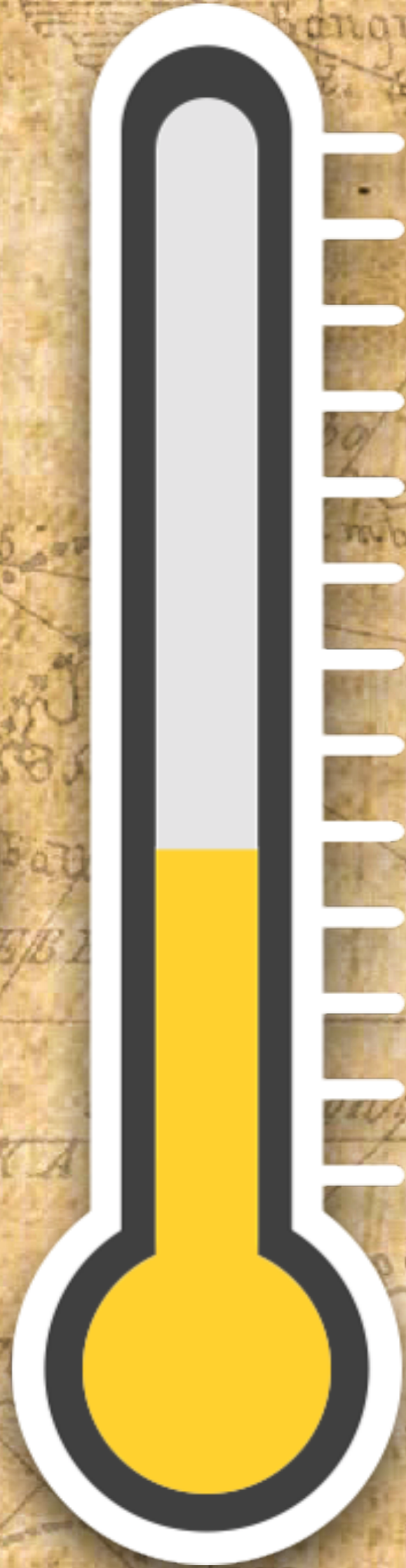
TOLERANCE
OF
FRUSTRATION

YEARS

PIRATE X SKILLS



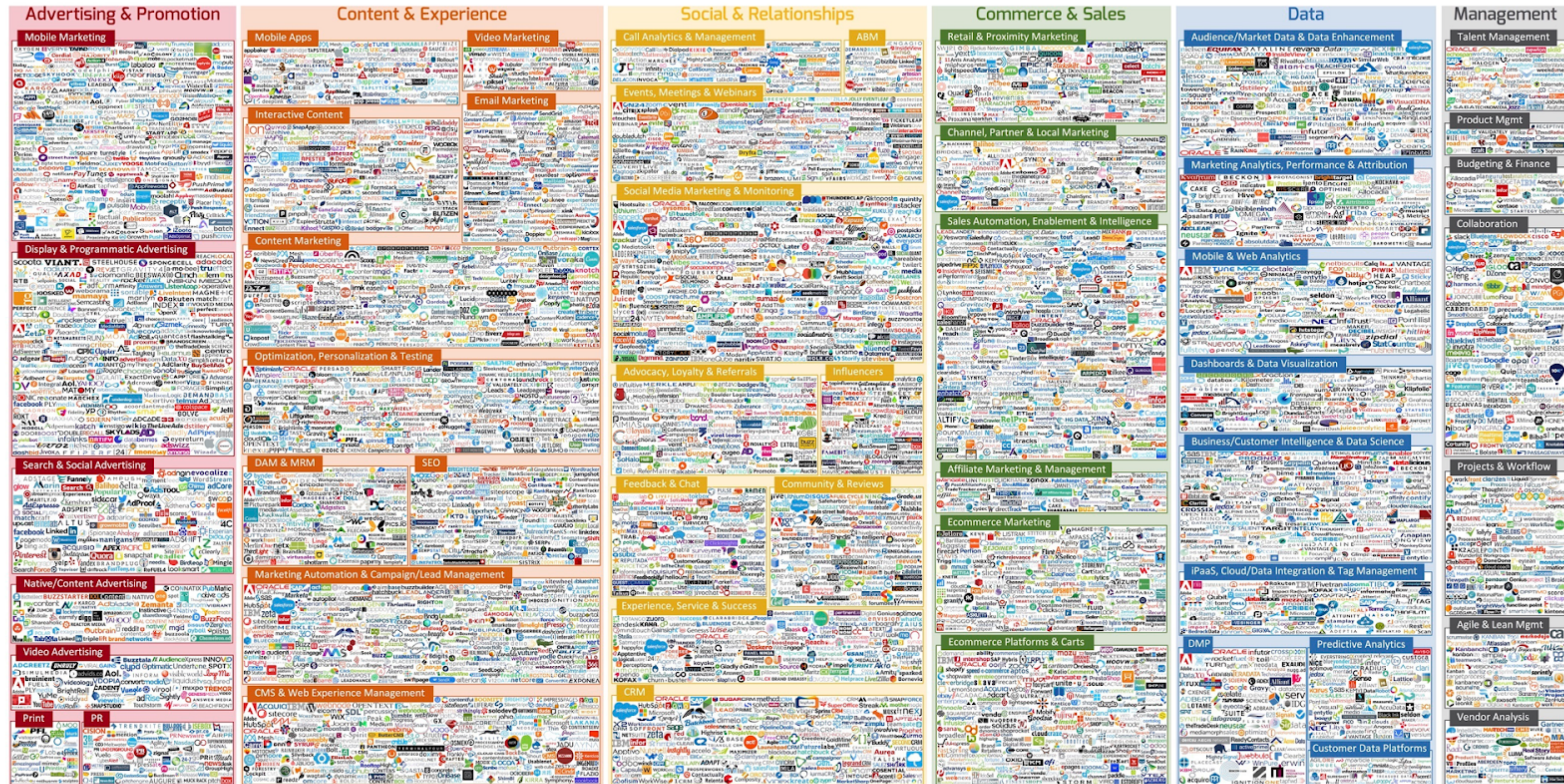
PIRATE X SKILLS



PIRATE X SKILLS

**BUYERS HAVE
CHANGED.**

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The background is a detailed, aged map of Southern Africa. On the left side, there is a tall, cylindrical lighthouse with a spiral staircase winding around it. The map shows various geographical features, rivers, and place names in a historical script. At the top left, the words 'PIRATE' and 'SKILLS' are written in a stylized, gothic font, separated by a large red 'X'.

PIRATE X SKILLS

**BUYERS HAVE A WIDER
CHOICE OF PRODUCTS
AND SERVICES THAN EVER.**

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PIRATE X SKILLS

GREAT PRODUCT

+

EXTRAORDINARY RESULT

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WHAT MAKES A BUYING EXPERIENCE EXTRAORDINARY?

WHAT BUYERS WANT

- LISTEN TO INDIVIDUAL NEEDS
- DELIVER RELEVANT INFORMATION
- REACT QUICKLY
- PROVIDE DIFFERENT OPTIONS

WHAT MARKETING AND SALES HAVE TO OFFER

- PERSONALISATION
- AUTOMATION
- SELF-SERVICE

<

>

Search

Browse

Radio

YOUR MUSIC

Your Daily Mix

Songs

Albums

Artists

Stations

Local Files

PLAYLISTS

Throwback Dance So...

Brain Food

Discover Weekly

Peaceful Piano

Emerging Leaders

Your Daily Mixes

Play the music you love, without the effort. Packed with your favorites and new discoveries.

Your Daily Mix 1

Daily Mix 1

Explosions In The Sky, From Monument To Masses, This Will Destroy You and more

MADE FOR CMCLAUGHLIN79

Your Daily Mix 2

Daily Mix 2

Motion City Soundtrack, Coheed and Cambria, Good Charlotte and more

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Your Daily Mix 3

Daily Mix 3

Joep Beving, Goldmund, Jean-Michel Blais and more

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Your Daily Mix 4

Daily Mix 4

Barenaked Ladies, Vertical Horizon, Staind and more

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Spar-Abo

Liefere nach 10245 Berlin
Alle Kategorien
Mein Amazon.de
Angebote
Gutscheine
Verkaufen
DE
Hallo! Anmelden Mein Konto
Testen Sie Prime
Meine Listen
Einkaufswagen

Ergebnisse anzeigen für

Drogerie & Körperpflege
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Bürobedarf & Schreibwaren
Haustier
Elektronik & Foto
Computer & Zubehör
Alle 29 Kategorien

Filtern nach

Versandoption
☐ prime
☐ Kostenlose Lieferung ab EUR 29 Bestellwert

Spar-Abo-Informationen

Spar-Abo: So geht's
Häufig gestellte Fragen
Teilnahmebedingungen
Kundenservice kontaktieren

Lebensmittel & Getränke

Kaffee
tee
Müsli & Zerealien
Pasta
Reis & Hülsenfrüchte
Instant- & Fertiggerichte
Knabberartikel
Kaugummi
Glutenfreie Lebensmittel

Spar-Abo

Nie wieder ohne Nachschub: sparen Sie bis zu 15% auf Artikel im Spar-Abo, regelmäßig und versandkostenfrei. Das Spar-Abo ist jederzeit kündbar.

Windeln und Babynahrung im Spar-Abo

Prime-Mitglieder sparen bis zu 20%

amazon family

Bis zu 20% Rabatt auf Windeln und Babynahrung im Spar-Abo

Sparen Sie 15% auf Drogerieartikel
Mehr erfahren

Sparen Sie bis zu 15% auf Beauty-Produkte
Mehr erfahren

Haustierbedarf und -futter
Versandkostenfrei, bis -15%

WAS IST DAS SPAR-ABO?

SPAR-ABO COUPONS

SPAR-ABO VERWALTEN

HÄUFIGE FRAGEN ZUM SPAR-ABO

Lebensmittel im Spar-Abo

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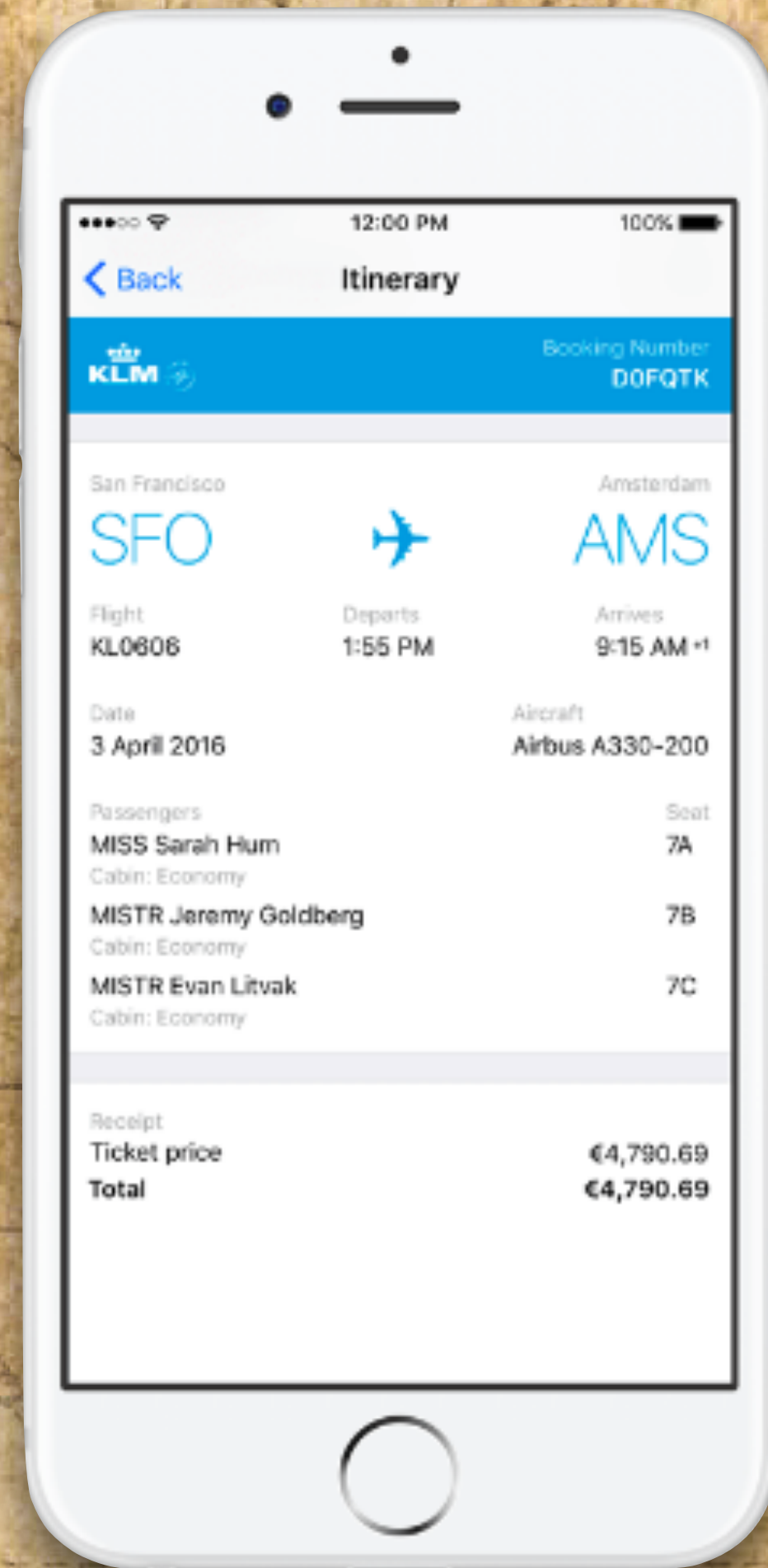
PIRATE ~~X~~ SKILLS

AUTOMATION

SHOPPING LIST

- ☒ _____
- ☒ _____
- ☒ _____
- ☐ _____
- ☐ _____

- **47 % WOULD BUY WITH THE HELP OF A CHATBOT.**
- **37 % WOULD BUY WITH THE HELP OF FACEBOOK.**



PIRATE X SKILLS

**WE HAVE TO
ADAPT.**

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PIRATE X SKILLS

**OFFER ADDITIONAL
VALUE.**

PROVIDE BENEFITS.

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PIRATE X SKILLS

INBOUND MARKETING

- **RELEVANT AND HELPFUL CONTENT**
- **ADDING VALUE AT EVERY STAGE**
- **ADDRESSING PROBLEMS AND NEEDS**
- **BUILDING TRUST AND CREDIBILITY**

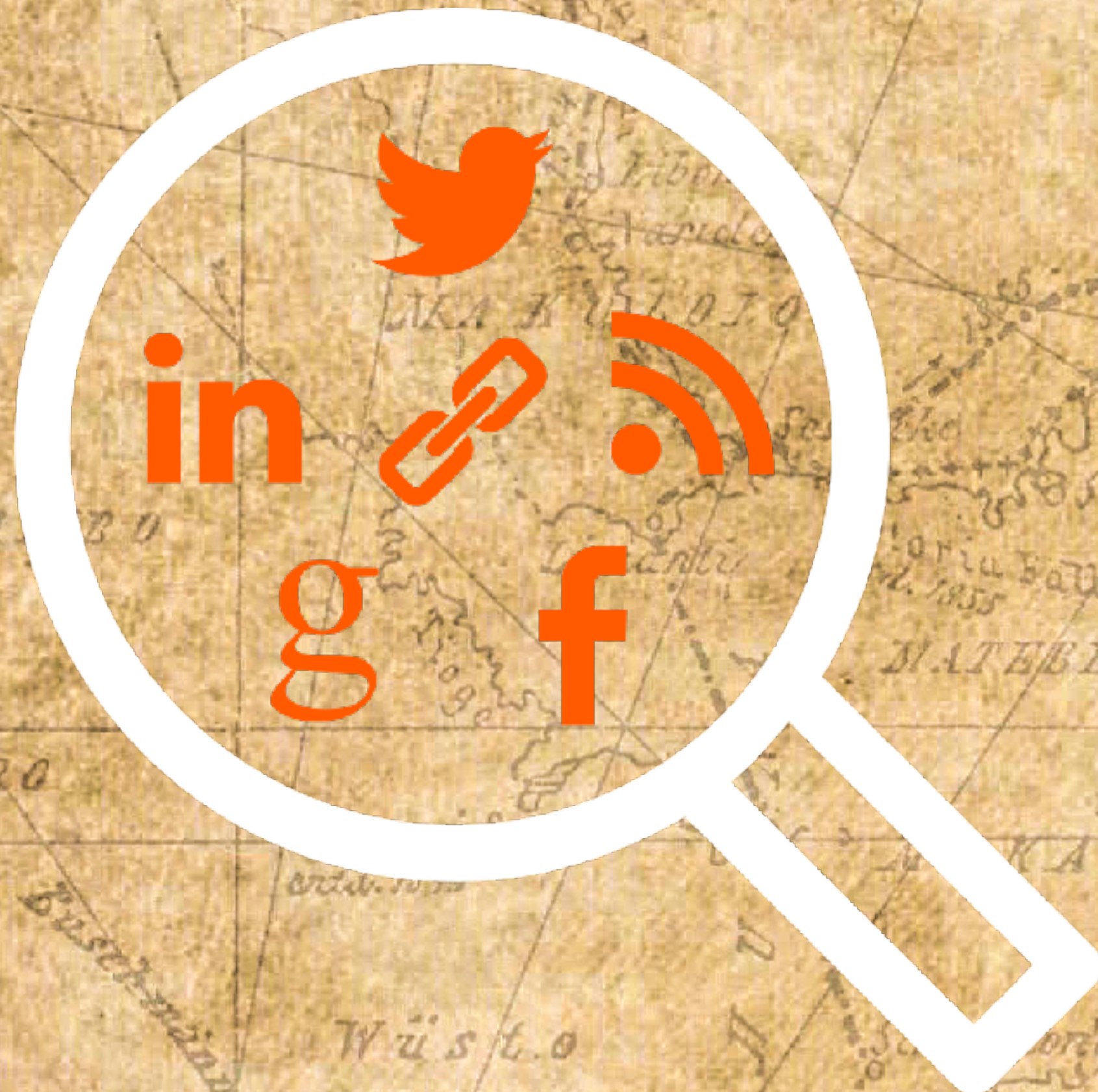
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PIRATE X SKILLS

1. FREE, USEFUL CONTENT
2. TRY OUT AND BUY
3. GUIDED SELLING PROCESS

PIRATE X SKILLS

FREE, USEFUL CONTENT



**EVERY PIECE OF
CONTENT HAS
THE POTENTIAL
TO HELP
CUSTOMERS.**

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Los geht's!

Alle vier Rechtstexte können Sie unabhängig voneinander erstellen. Es fallen keinerlei Kosten für Sie an!



AGB neu erstellen



Impressum neu erstellen



Datenschutzerklärung neu erstellen



Widerrufsbelehrung neu erstellen

Sollten Sie schon ein Konto besitzen, können Sie sich einfach einloggen und Ihre Rechtstexte von Trusted Shops aktualisieren.



Einloggen und Texte aktualisieren

Pirate X Skills

TRY OUT AND BUY

**BY USING FREE
TOOLS AND FREE
TRIALS, BUYERS
CAN FIND OUT
WHICH BENEFIT
YOUR PRODUCT
OFFERS.**

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Pirate X Skills

TRY OUT AND BUY



NETFLIX

See what's next.

ÜBERALL ANSEHEN. JEDERZEIT KÜNDBAR.

[GRATIS MONAT BEGINNEN](#)

Einloggen

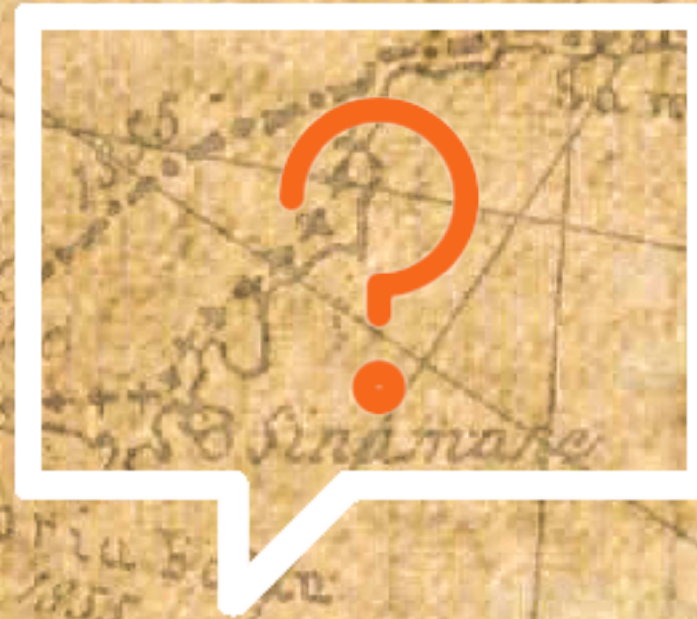
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PIRATE X SKILLS

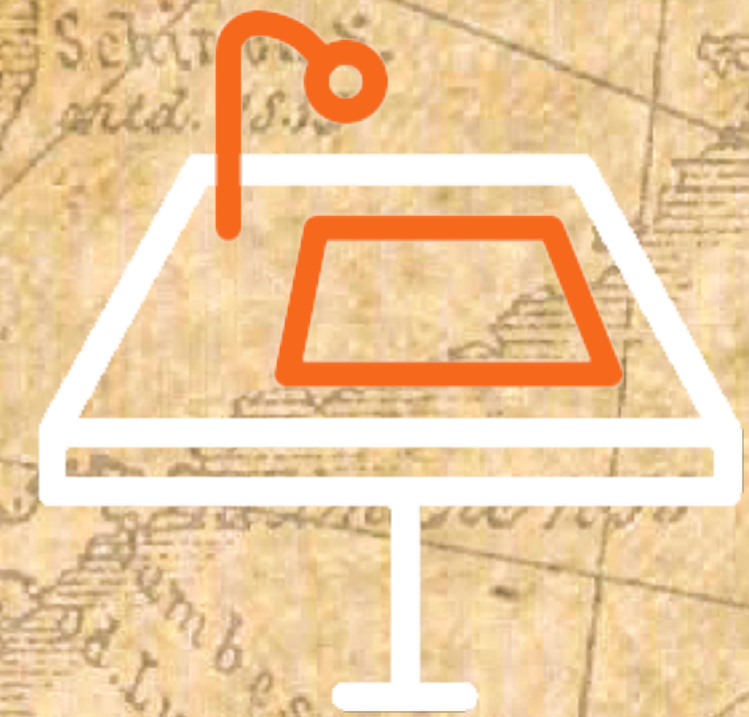
GUIDED SELLING PROCESS



RESEARCH



QUESTIONS



INFORMATION

PIRATE X SKILLS

**BUT HOW DOES
REALITY LOOK
LIKE?**

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PIRATE X SKILLS

**WHAT DO YOU
THINK ABOUT
SELLERS?**

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PIRATE X SKILLS



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PIRATE X SKILLS

AND WHAT ABOUT MARKETERS?

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PIRATE ~~X~~ SKILLS **SELLER ABOUT MARKETER?**

CLICK HERE AND HAVE
THE F*ING BEST TIME**
OF YOUR LIFE.

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Pirate X Skills

IN THE
MEANTIME...

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PIRATE X SKILLS



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PIRATE X SKILLS

RESULT?



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PIRATE X SKILLS OR CHALLENGE ACCEPTED!



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HOW DO WE SPREAD LOVE BETWEEN MARKETING AND SALES?

PIRATE X SKILLS

- MONTHLY MARKETING-SALES ALIGNMENT/MEETING
- LEAD ANALYSIS
- QUOTE ON MARKETING

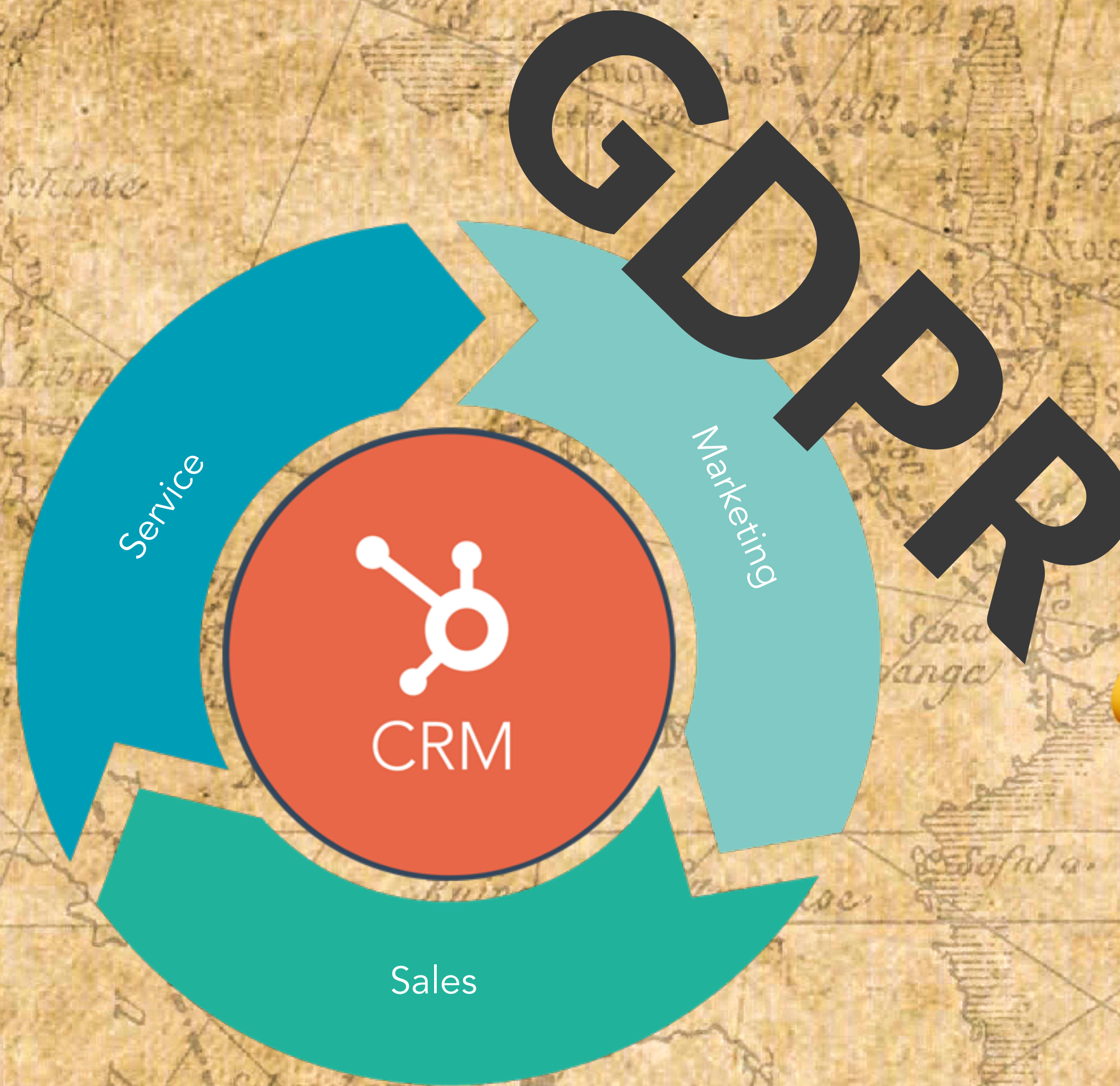
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PIRATE X SKILLS

TOOL SET TO ALIGN MARKETING AND SALES

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