

Harness the power of peer exchange to build your business. PIE builds communities one person at a time, helping senior executives understand, connect, and collaborate.

pie

Tom McMakin

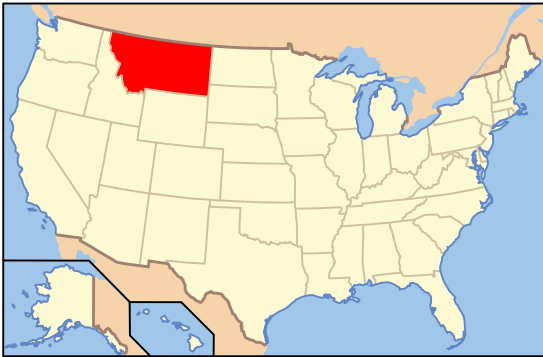
Co-Author, *How Clients Buy*

CEO, Profitable Ideas Exchange (PIE)



MONTANA:

MORE COWS THAN PEOPLE





SALESPERSON  
AS  
HUNTER:  
THE WRONG  
METAPHOR



# THE PROBLEM:

## WHY SELLING SERVICES IS DIFFICULT

- Services are different
- We haven't been trained
- Global Practices
- We don't want to be salespeople

# LESSONS FROM CENTRAL AFRICA:

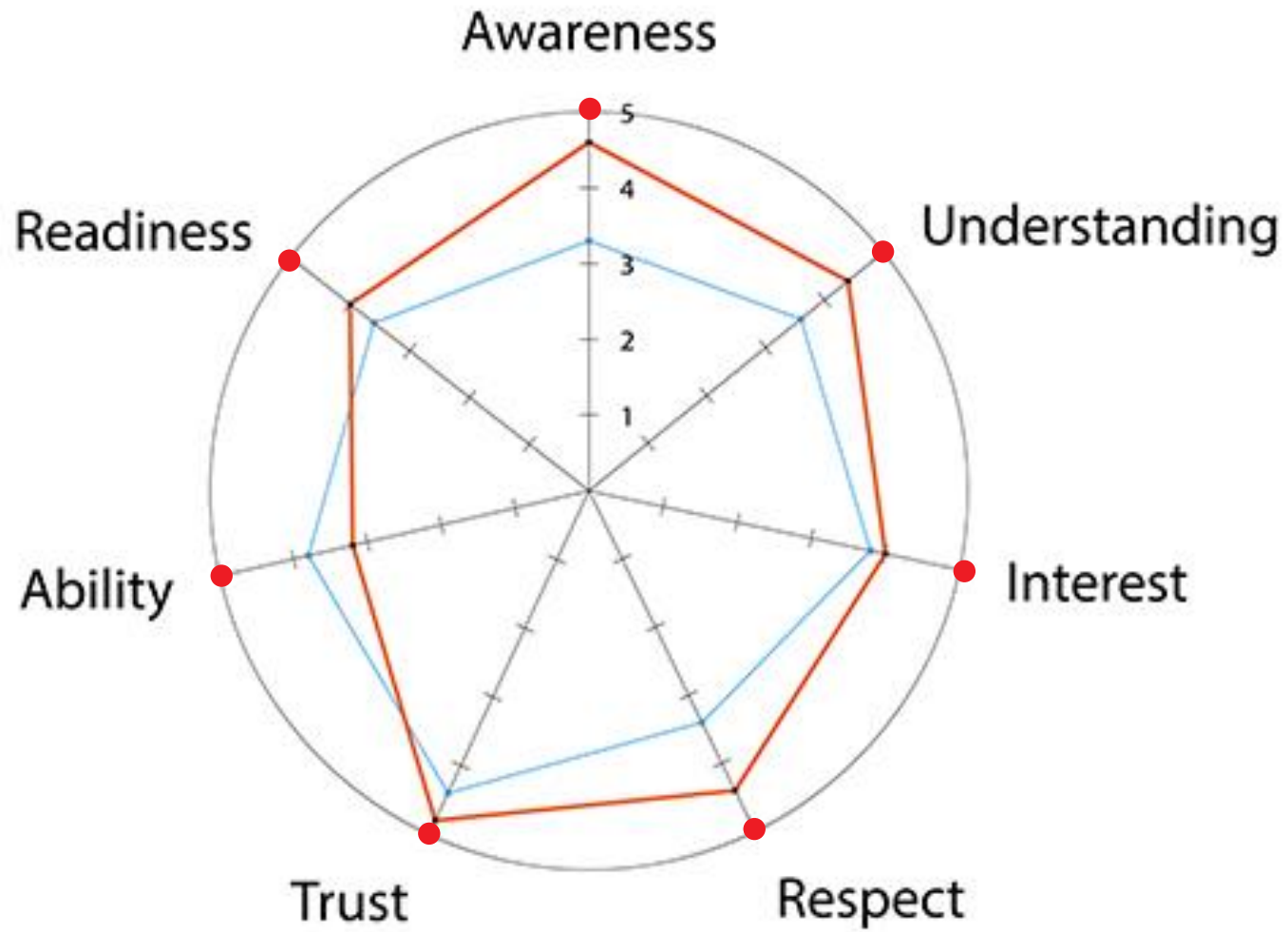




# THE SOLUTION:

## HOW CLIENTS BUY

- Use design theory
- Focus on supporting customer journey
- Connect your smart people with those they can most help
- Just in time



## HOW WE CREATE TRUST

- Time working shoulder to shoulder
- Sharp attractive niche
- Demonstrate expertise; don't talk about it
- Demonstrate you have clients' interests at heart

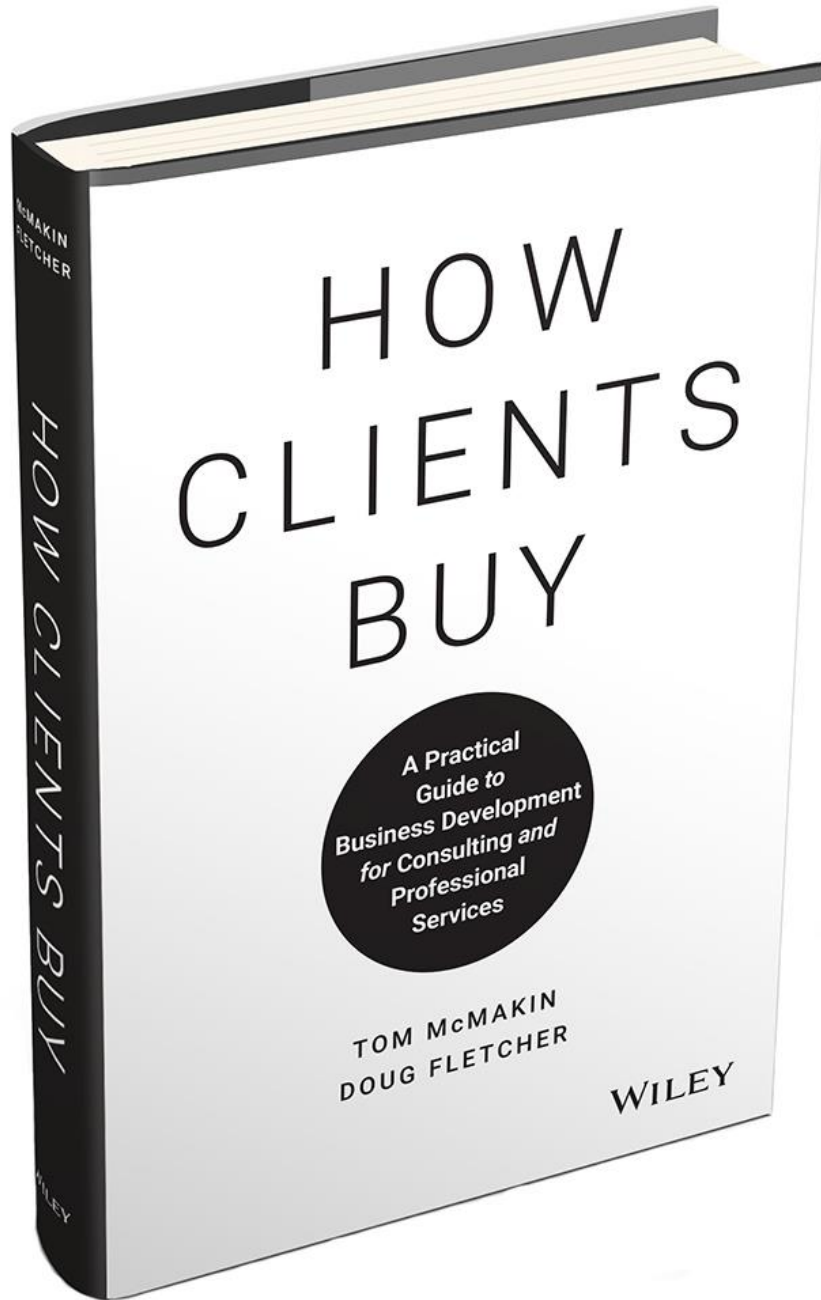


# TOP STRATEGIES

- Shrink the Pond
- Narrowcast
- Underwrite the Conversation
- Stay Proximate

A BETTER  
METAPHOR:  
GARDENING





**FOR MORE INFORMATION:**

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