



THE NEW ECONOMY PLAYBOOK

5 NEW ECONOMIC TRUTHS

(AND HOW TO TRAIN YOUR SALES & MARKETING TEAM TO FACE THEM)

An OntoBox Training Special Report

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ECONOMIC TRUTHS

(AND HOW TO TRAIN YOUR SALES & MARKETING TEAM TO FACE THEM)

Prosperity is a blessing for hard-working business owners, sales professionals, managers and decision-makers, no doubt. But just as every setback creates an opportunity, every opportunity has potential pitfalls and obstacles. Knowing what to expect helps you overcome those obstacles by planning out solutions far in advance so as to **avoid major issues**.

If you want to compete in the coming decades- not just survive, but thrive- you will have to adjust to the New Economy, a data-inundated, topsy-turvy deluge of Gen Z employees, managers, and procurers with a new approach to decision-making and career life. Understanding the trends that come with that New Economy is great, but knowing the best ways to mitigate those trends is even more important. Here are five obstacles the new economy will present and how to **turn the tide in your favor**.

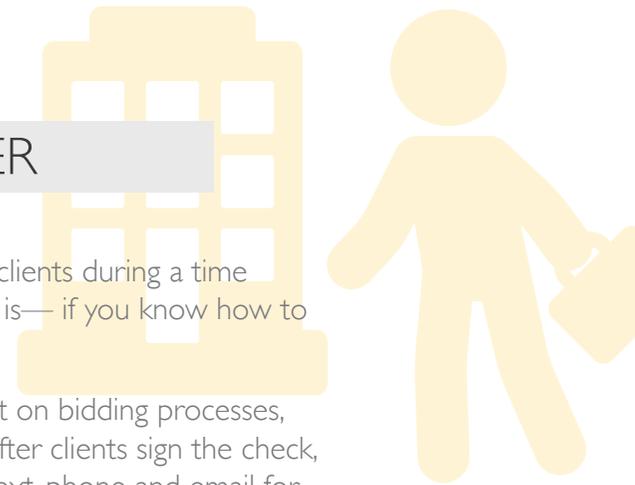
1 COMPANIES ARE BUSIER THAN EVER

If you're in a B2B industry, you're poised to enjoy the benefits of serving clients during a time when their businesses are growing faster than ever. Sounds great right? It is— if you know how to handle it.

Unfortunately, busy companies have less time for vendors. The time spent on bidding processes, client-vendor interaction and general purchasing is about to drop. Even after clients sign the check, production may take a backseat to service as you chase your clients by text, phone and email for approval, much less cross-selling and upselling. Throw in the consistent recruiting challenges of

Playbook answer: Your service level agreement should protect you by ensuring the relationship with your customer is even-Steven in terms of effort and output. However, there is still a level of service and exchange necessary to establish a healthy relationship with your partner.

The solution to these issues isn't easy, but at least the answers are fairly clear. First, make sure to automate elements of your service and outreach. Maintain a personal touch by establishing a brand with your customers through personal, valuable emotional connections. Email newsletters optimized for mobile formats are highly effective at accomplishing this, but the possibilities for smart brand touch points are endless.



2 COMPETITION IS STIFFER THAN EVER

Every day, new competitors enter your industry. What's more, these competitors bring new angles, ideas and innovations to the table, crowding out your market position and filling up your space to market and operate. This is true across the board, applying universally to every company in the world.

Playbook answer: Remember: your competitors face the same number of competing bids that you do. First, determine who's who. All industries have opportunities for vendors to coordinate in a sub-contracting role. Sometimes, large projects require vendors to team up to complete the task. In other cases, competitors are actually opponents focusing as much on stopping you from advancing as they are on moving forward independently.

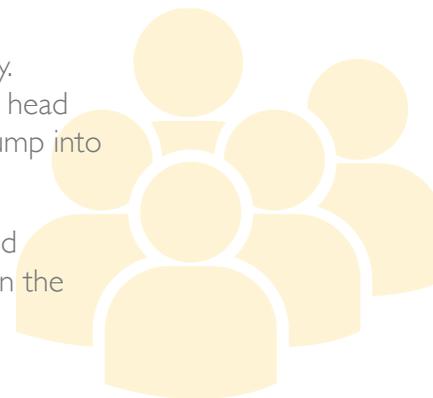
Position uniquely. Team up with those you can cooperate with. Provide superior service to those who clash directly with you. Also ensure your offerings are dramatically different from those fighting for control of the strong spots at the top of the market.

3 TALENT HAS MORE OPTIONS

Companies are growing like crazy. Staffing and recruiting isn't as simple as it was yesterday. Companies have more money for hiring and expansion, but when these organizations go head to head searching for talent to execute campaigns and other opportunities, they often bump into one another—hard.

Throw in the staffing firms, educational institutions, and general chaos of the economy and **WHAM!** Uncertainty opens a huge cache of opportunities for those selling their talent on the open market.

Playbook answer: As knowledge workers become more important, so do the processes they operate in. Your company position to attract knowledge experts and powerful back-end players, no doubt, but your company culture is an equally important element to selling yourself as a place for employees to work and grow. Grow a place that people want to be and appreciate the history of. Blinds.com is an excellent example of a company that draws in the best possible players and keeps them by rewarding them well as well as making them feel at home in their halls. You can also take an alternate route; instead of creating an enticing office, allow for a flexible work schedule. You may even find it saves your company time and money by housing less staffers and preserving the health of your workers.



4 NOISE IS THROUGH THE ROOF

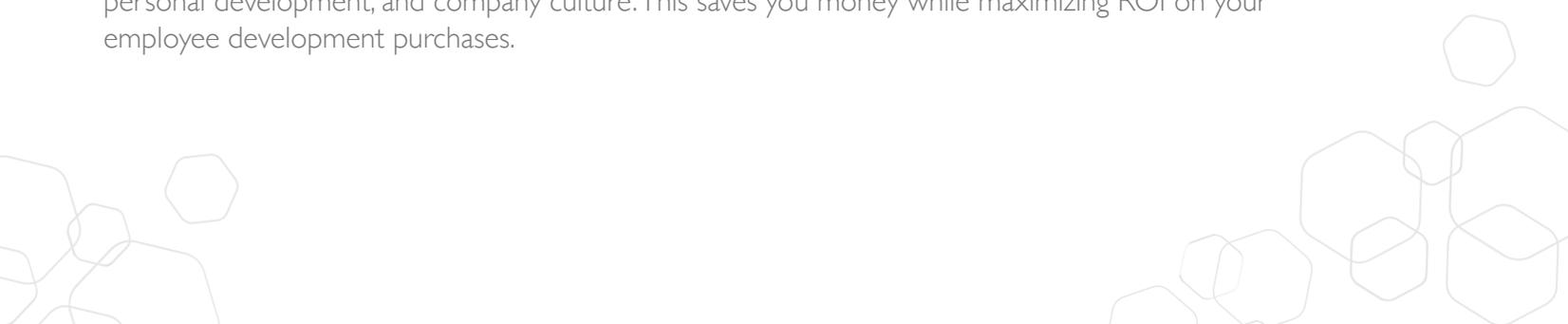
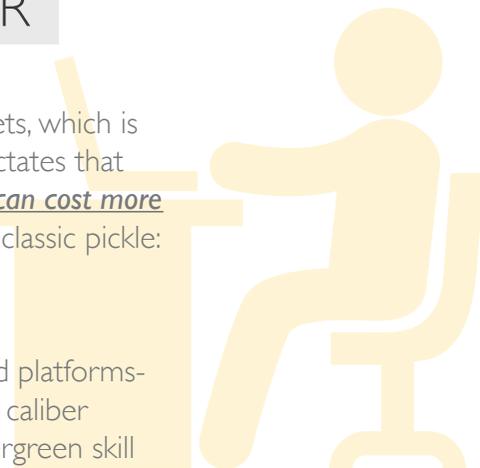
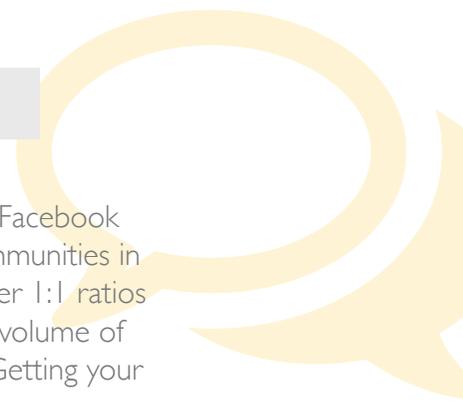
The amount of social media accounts per network is staggering. From behemoths like Facebook or LinkedIn to more long-form networks such as Quora, users are flooding online communities in search of their personally preferred niches. Unfortunately, not all of these networks offer 1:1 ratios on sound and value. **5% of Twitter followers are likely fake**; the other 95% feature a high volume of frenzied conversation ranging from digital water cooler speak to snarky commentary. Getting your message through the thicket can prove difficult at times, for obvious reasons.

Playbook answer: Target your customer. There's no reason to be on every single network, nor is there a reason to be online at all times. With the right strategic prep work and tactical execution- an accomplishment only made possible by finding and training the right team- you can cut the fat out of your budget to drive down your Cost per Acquired Customer (CAC). Figure out the right marketing to sales mix and the right mix of sub-tactics for those activities. Measure your results. It's more important than ever.

5 STAFF NEED MORE TRAINING THAN EVER

Knowledge workers fortunately have a strong grip on emerging and important skill sets, which is great. On the other hand, the onset of new required skills for expanding industries dictates that training will continue to represent significant budgetary line items. And, since **training can cost more than one might think** in the first place, this new obstacle puts modern companies in a classic pickle: the quarterly price crunch.

Playbook answer: The information-based economy also provides information-based platforms- often for free. Many major institutions- including Harvard, MIT, Stanford and other Ivy caliber programs- have placed free courses online. Many of these courses teach valuable evergreen skill sets in growing fields such as data science, health systems, and business administration. Leverage what's free and supplement specialists to train, faster, stronger, and more economically, then list the help of professional trainers to take it to the next level or to cover the topics and instill the skill sets that simply can't be taught with free classes, such as hands on sales and marketing training, personal development, and company culture. This saves you money while maximizing ROI on your employee development purchases.



ABOUT THE AUTHOR



Jason Arcemont AKA The Marketing Maverick is a serial entrepreneur, speaker, and world champion runner with a long track record of business sense and economic adaptability. Arcemont built BrightBox Brand Marketing into an Inc. 500 company during the Great Recession, demonstrating that with the right mindset and game plan, no economy is too tough to succeed in.

Check him out at www.jasonarcemont.com.

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ABOUT ONTOBOX *Powerful training for professional people.*

- Onto:*
- 1.** (preposition)- *moving to a surface or aboard something*
 - 2.** (combining form)- *the philosophical study of what exists and all of its causes for being; a matter that ripples through the very core of your personal philosophy and everything that comes with it.*

Some training courses are entirely tied to “what works”. They treat people like robots, giving them push-button tactics to improve their world and their lives through nearly mechanical motions, treating the brain- and the person- like a computer.

Other courses are taught by rock star wannabes on large stages screaming about the various ways you can change your life, turning the volume up to 11 as they fill the audience with hopes and dreams but no recipe or roadway for getting the job done.

OntoBox Training is a fully textured training course think tank with some of the brightest minds in business and general life strategy. We have been in the trenches planning and executing marketing strategies at Inc. 500 companies for international mega-conglomerates. Whether you’re a startup, a medium-sized business or a Fortune 100, we’ve helped a company just like yours sharpen its sales and marketing. Our highly trained teachers pass on their knowledge to you with both traditional and non-traditional methods, inspiring you to take action while simultaneously equipping you with exactly what it takes to accomplish your goals.

The OntoBox research and development team is just as dedicated to improving your life as we are to improving your business. Performance means more than ROI to us. We teach, create and evolve what we do on a regular basis, building upon everything we do with the ever-growing knowledge base that comprises our universe. Onto gets you onto the next mission in your life and into the spirit of self-improvement.

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