



# SCOTT KLOSOSKY

Technology Speaker, Author, Consultant  
Founder, Future Point of View

## SELLING IN THE AGE OF THE SMART DEVICE: **BUILDING UNFORGETTABLE CUSTOMER EXPERIENCES**

### TOPICS / CATEGORIES

Futurist + Trends  
+ Strategy



Sales +  
Marketing



Global Change +  
Thought Leadership

Technology +  
Leadership



Cybersecurity  
Awareness

## How Data and Connection Will Transform Your Outreach

Whether the customer is a patient, member, client, or buyer, the process for influencing them towards a sale is evolving daily. As buyers or consumers become more accustomed to doing their own product research and managing the sales cycle to their liking, your ability to influence them is changing. We don't all compete with Amazon, but one could argue giants like Amazon and other vertical market leaders have raised the bar for all organizations when it comes to technology expectations.

Technology is playing a more critical role in the success of the sales cycle today. For that reason, sales managers and salespeople must learn how to best integrate their activities with tools like CRM systems, social technologies, digital content, and automated marketing systems.

Depending on the need of the audience, this talk can lean towards inspiring people to adopt new methods and tools or can be a more hands-on "how-to" session.

### LEARNING OBJECTIVES

- ✓ Optimize your customer experience for mobile
- ✓ Build a content strategy centered around the relationship journey to drive customers to you
- ✓ Harness the enormous amount of data potentially available through customers' mobile devices to serve them in unbelievable ways
- ✓ Go beyond email campaigns and social media posts to having specific conversations with each one of your customers
- ✓ Discover how smart devices and the Internet of Things will produce a seismic shift in the way you serve customers

**In this keynote, Scott customizes the content he has built for clients to help them grow their revenue and tighten customer relationships, into a practical session that has immediate application.**

### BEST AUDIENCE

C-Suite Executives, Sales Managers, Salespeople, High Potentials, Customer Experience Professionals



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