

# A NEW Marketer

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Maneesh Sah

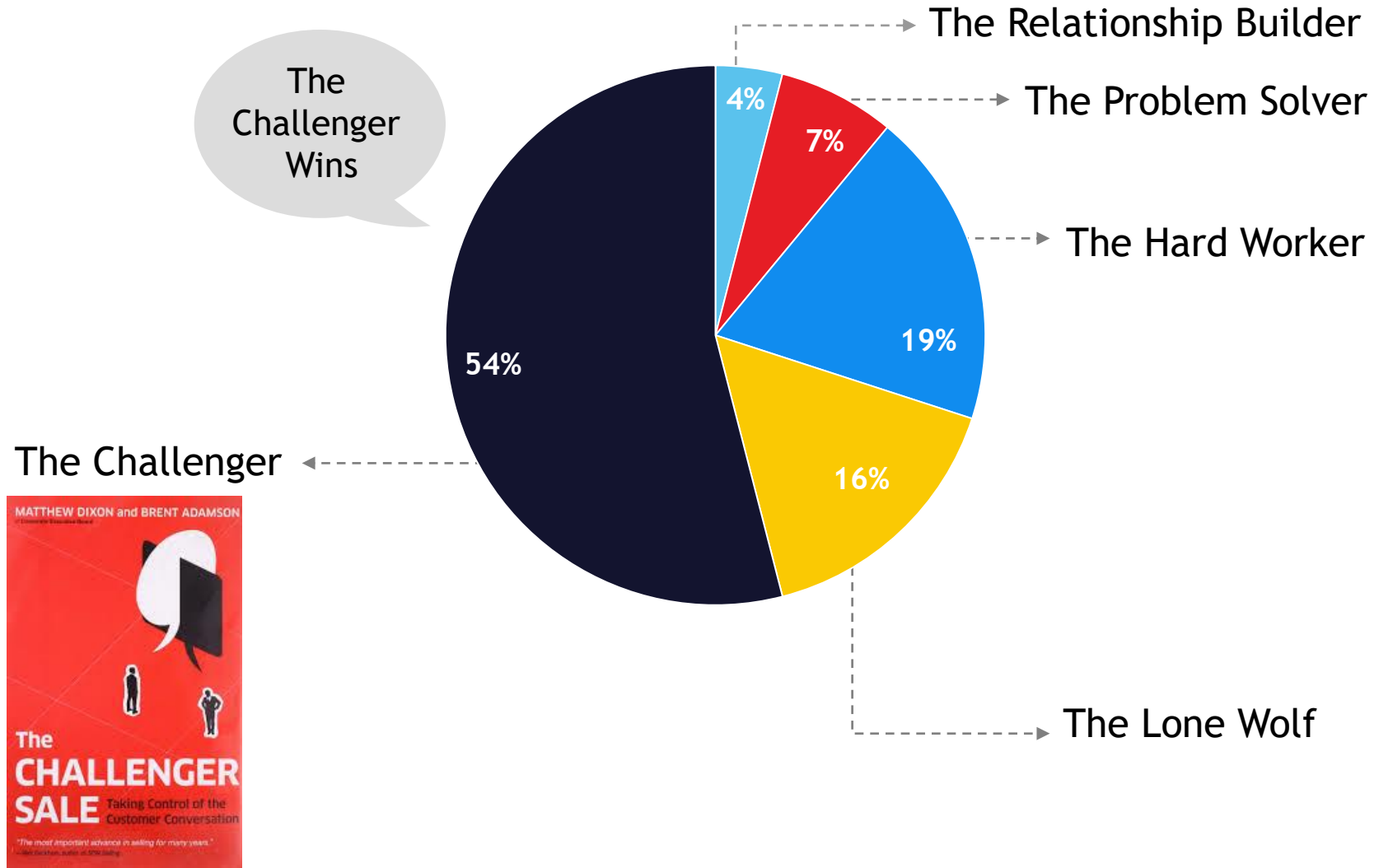
# THE ENVIRONMENT

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# Factoid 1

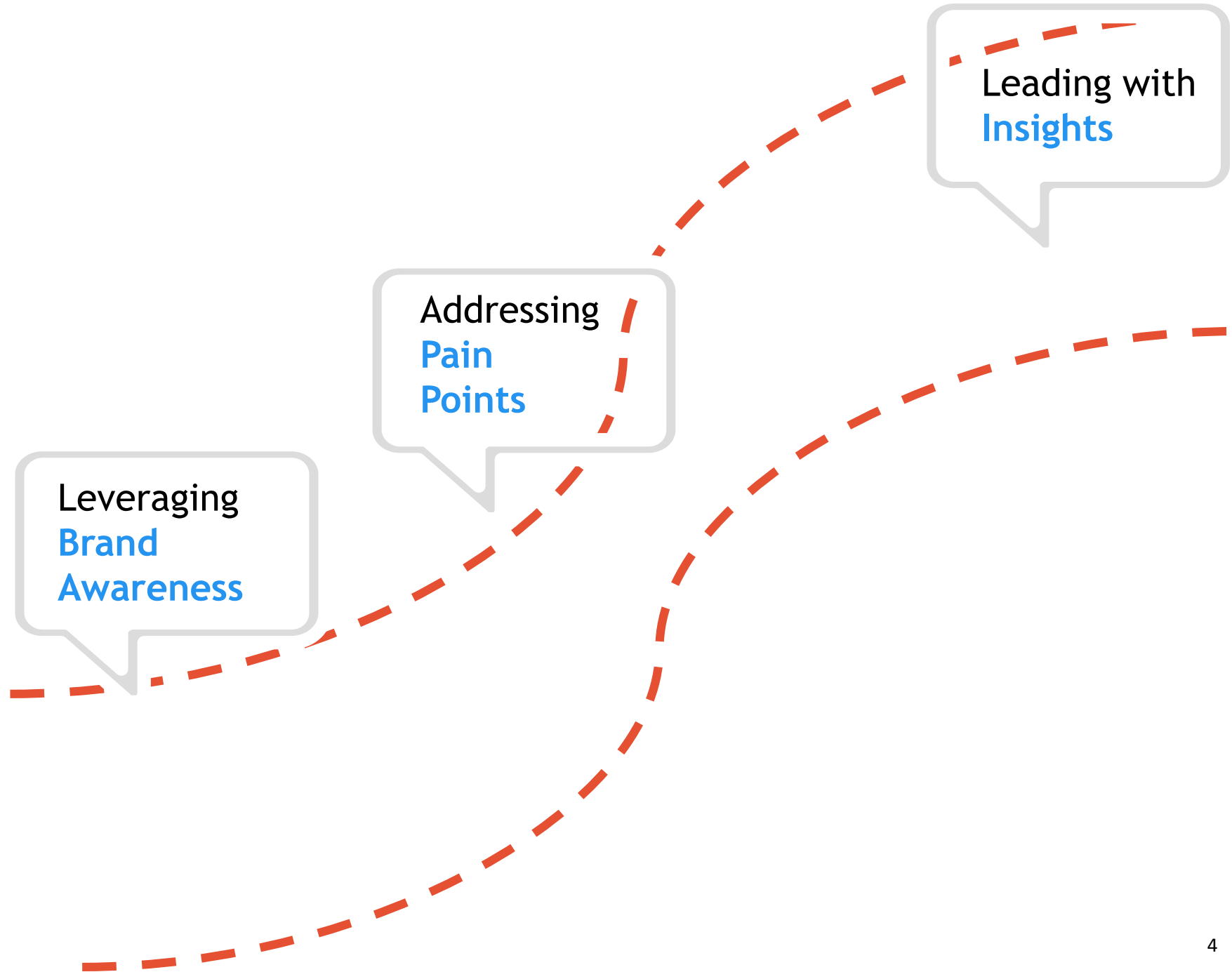
The Challenger Wins



Source: The Challenger Sale

# Factoid 2 Sales is Evolving

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Top Brands  
Transform to  
**Media Companies**



## Factoid 3

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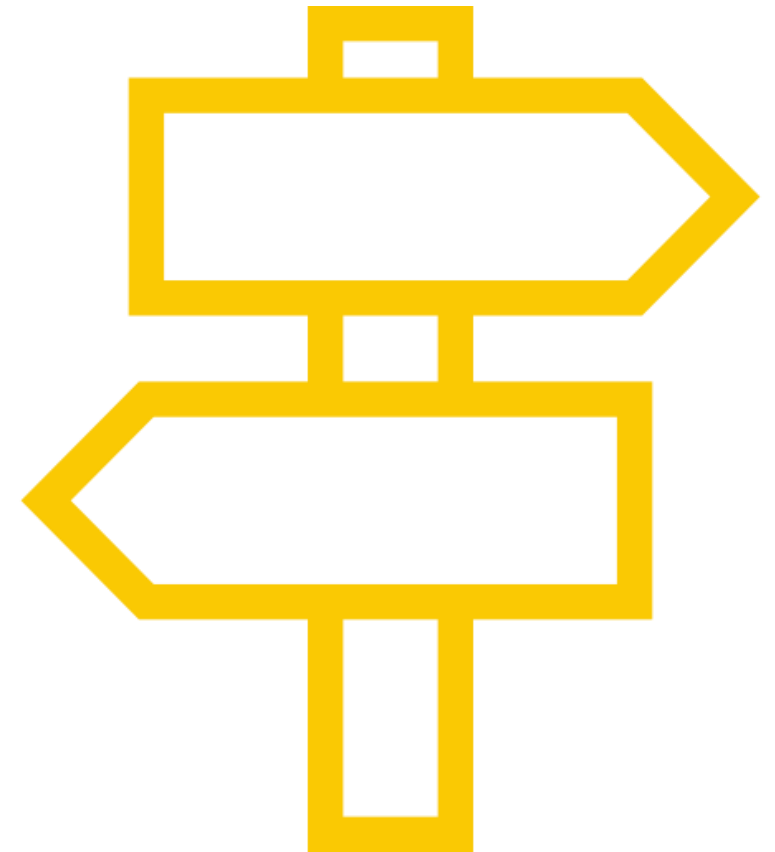


“ 70% of the buyer’s journey is complete before a buyer even reaches out to sales.

Source: Sirius Decisions

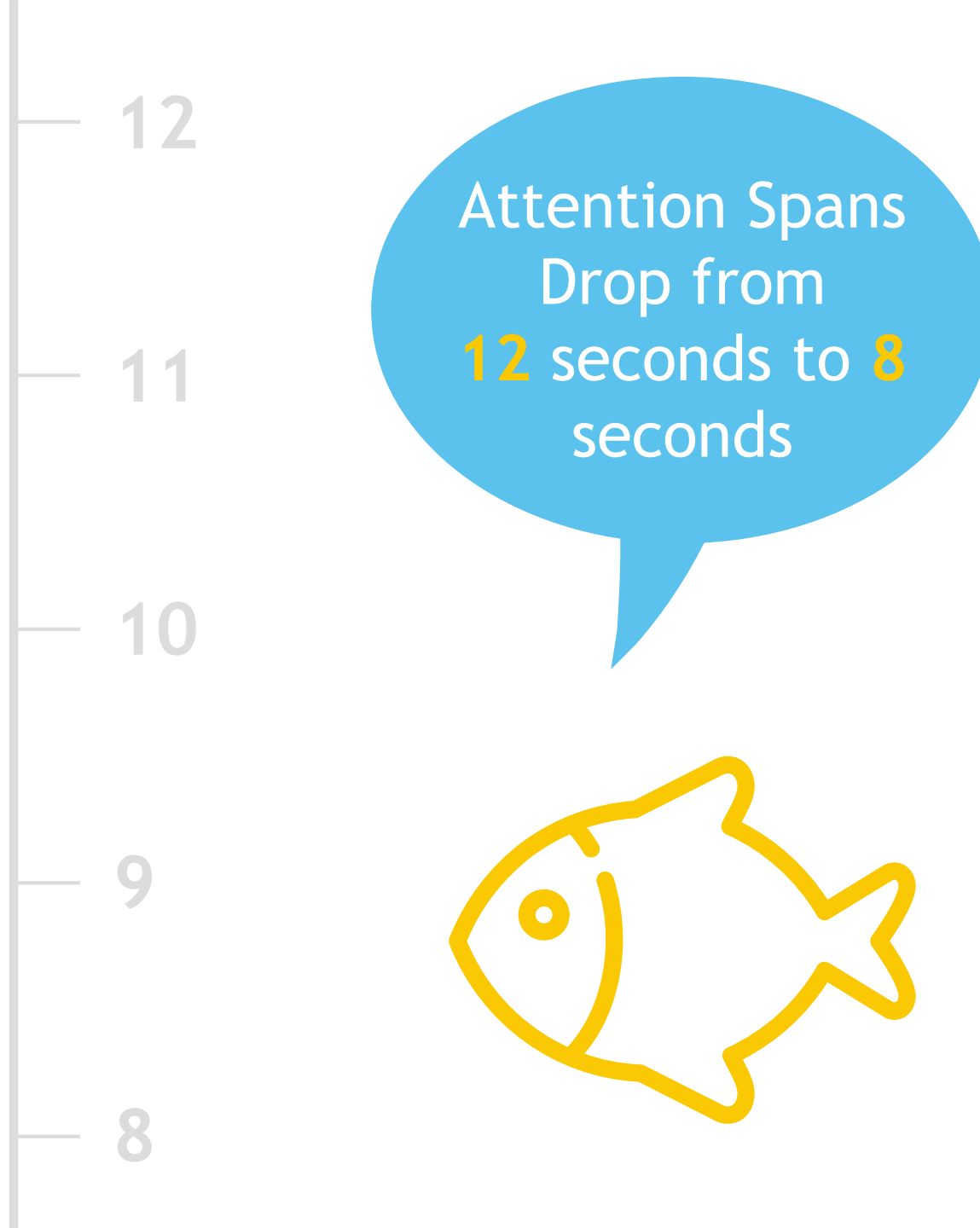
## Factoid 4 Buyers Go Online

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## Factoid 5

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# GROWTH DISCUSSION

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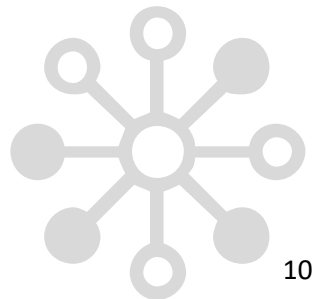
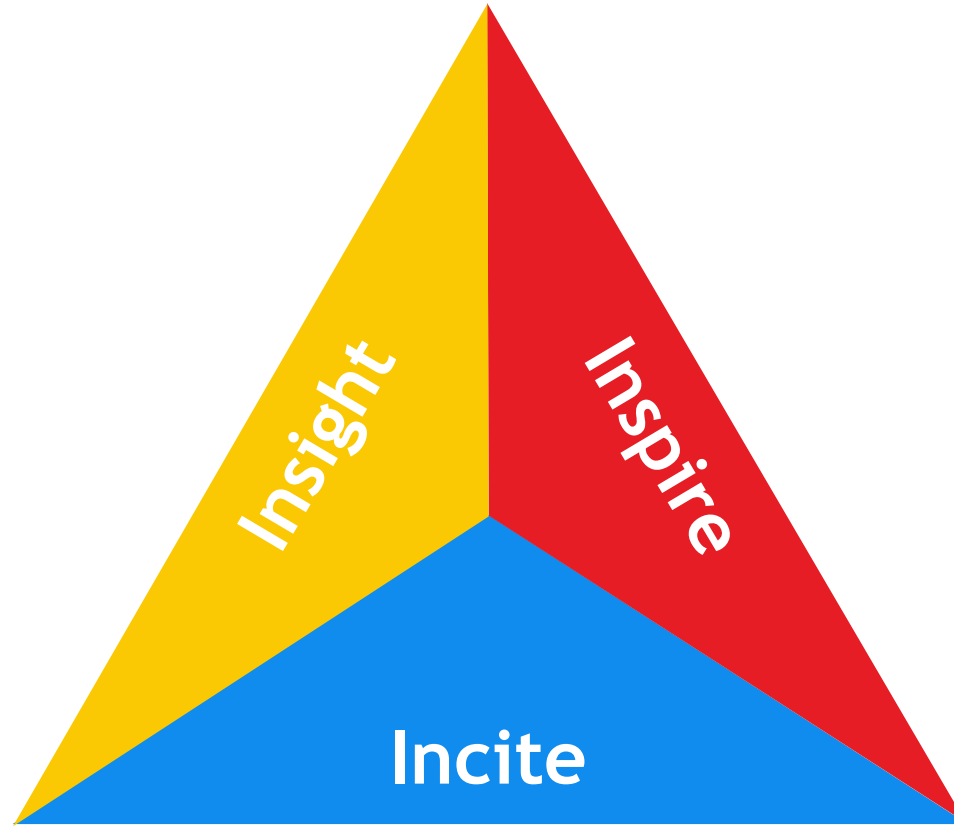






# 3 I—Insight Marketing Model

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# What's an Insight?

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Think Different



Maximise Potential

# What's a Commercial Insight?

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Revenue



Cost Management



Asset Utilisation



Risk Mitigation



Efficiency Improvement



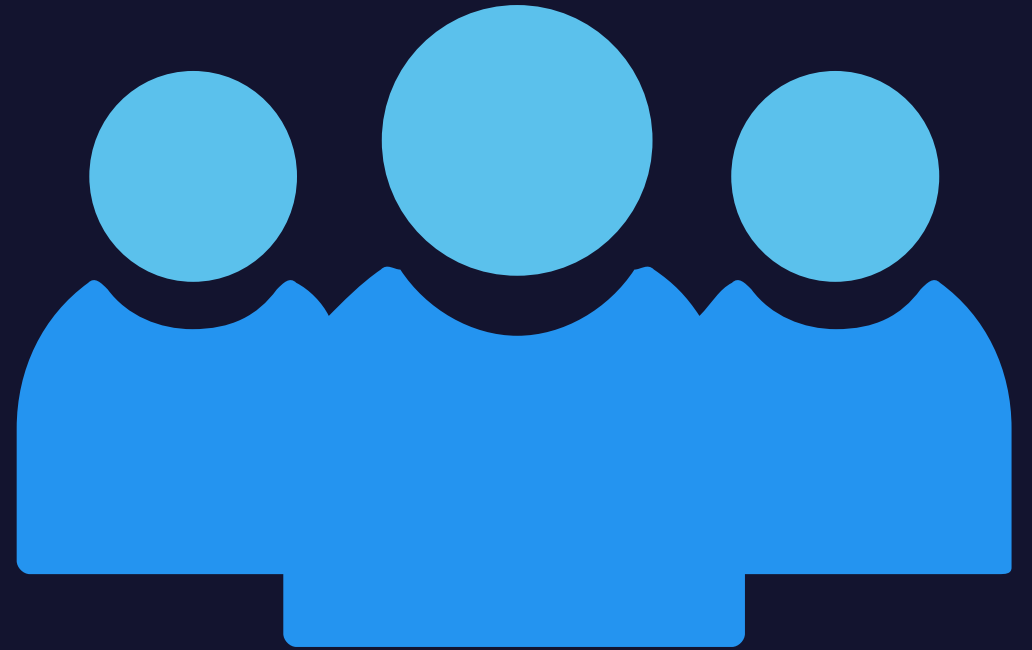
Employer Brand Building



Innovation

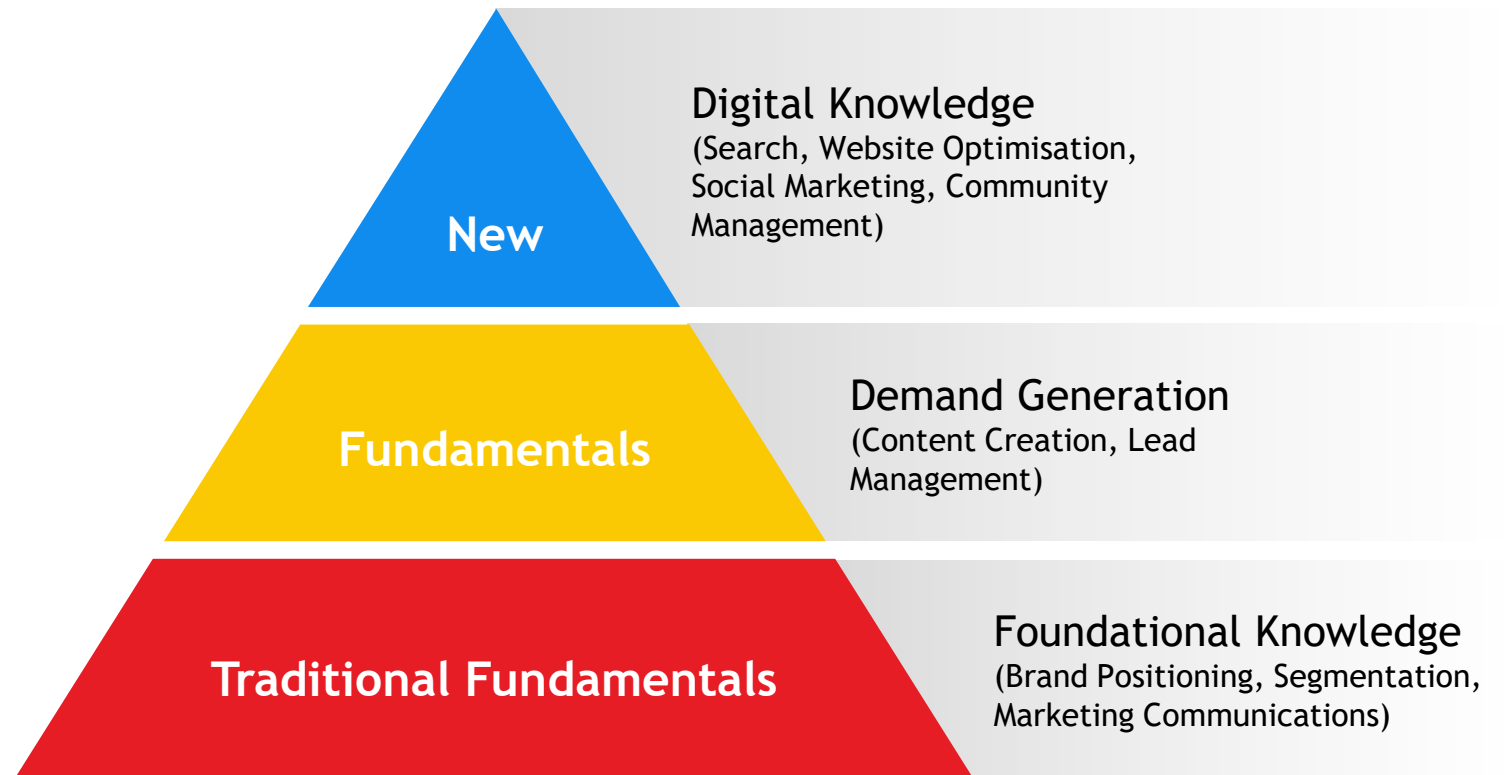
# THE TEAM

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# What Are The New Fundamentals of Marketing?

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Source: CEB

# Five Flavours of Marketers



## Adapter

- Comfortable with change & ambiguity
- Strong learning posture
- Strong analytical skills
- Digitally savvy



## Connector

- Strong networking skills
- Digitally savvy
- Strong data focus
- Strong learning posture



## Doer

- Likes clear direction
- Reliable
- Good at executing ideas



## Fast Mover

- Fast decision making
- Strong bias for action
- Loves change
- Independent worker



## Focuser

- Prefers depth of focus
- Perseveres despite setbacks
- Thinks through issues thoroughly
- Works independently

# How Do You Develop Focusers?

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Investigative Mindset



Embrace Metrics



# The CMO Imperative

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Technically Savvy



Inspire Change

# Are You Ready To Be a Change Agent?

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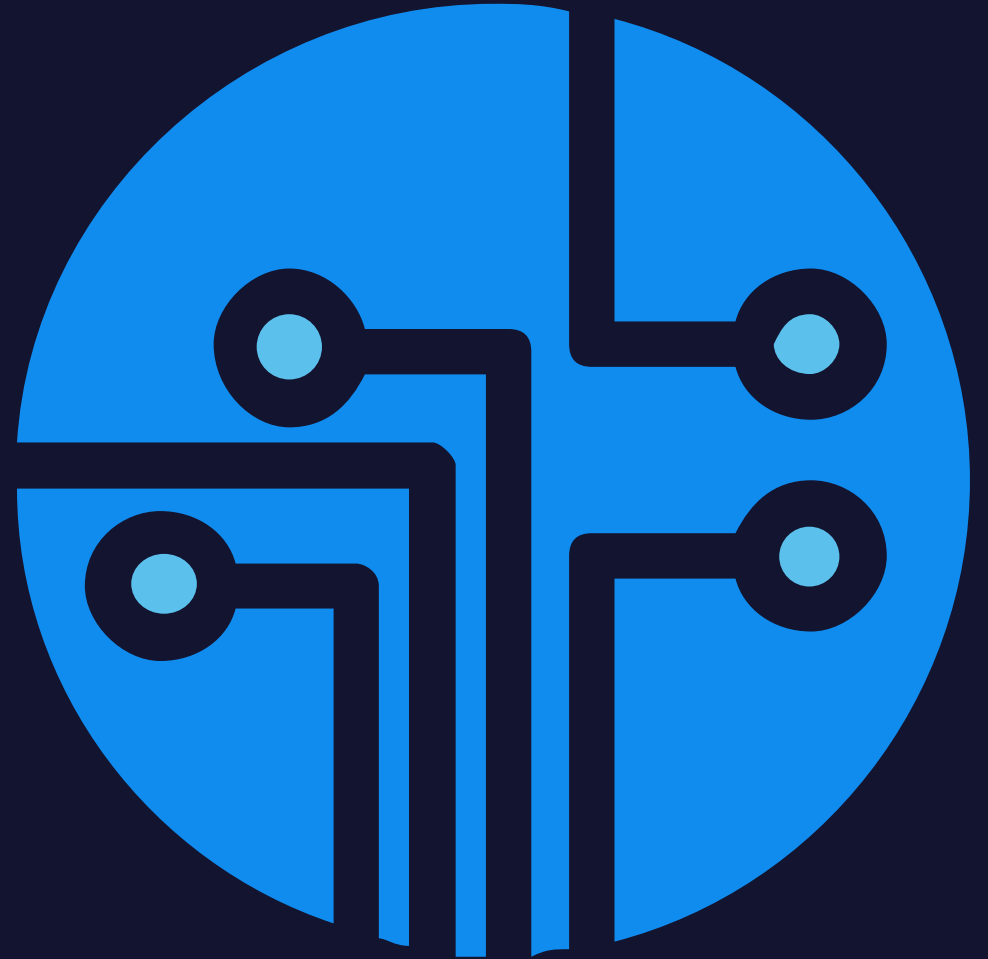
Hot Causes




Cool Techniques

# THE COOL TECH

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# Insights@ Work / The One Brief




**Millennial Engagement—How Can Organisations Get It Right?**  
08 Apr 2016 by [Reetta Mäkinen](#)

With millennials now making up a large proportion of the workforce, how can organisations engage with a generation that knows what it wants—and is not afraid to go looking for it? Read on to find out.




**How Can Market Volatility Offer Opportunity?**  
01 Apr 2016 by [Edward Kennan](#)

In spite of a volatile start to 2016, investors should be able to remain comfortable and confident with their investments. How can market volatility present opportunities to add value to your portfolio? Read on to find out.




**What If You Get Passed Over For A Promotion?**  
23 Mar 2016 by [Mollie Kohn](#)

According to the Aon Hewitt Best Employers 2015 study, 'career opportunities' is one of the top engagement drivers for employees. So what can you do if that promotion passes you by? Read on to find out.




**What Transforms Employees Into Brand Advocates?**  
18 Mar 2016 by [Manasi Vartak](#)


Employees often identify "culture" as a push or pull factor of an organisation, but what does it mean? And how can culture transform regular employees into strong brand advocates? Read this post to discover the answers.




**RISK & INNOVATION**  
**Infographic: Are You Prepared For A Cyber Attack?**  
April 14th, 2016




**PEOPLE & ORGANIZATIONS**  
**Beat Brain Drain: Boosting Your Talent Pool**  
April 7th, 2016




**PEOPLE & ORGANIZATIONS**  
**Think Like A Startup: Managing A Multi-Generational Workforce**  
March 31st, 2016



**PEOPLE & ORGANIZATIONS**  
**How To Avoid Health Care Information Overload**  
March 24th, 2016




**CAPITAL & ECONOMICS**  
**Addressing The Political Challenges Of Asian Infrastructure**  
March 10th, 2016



**RISK & INNOVATION**  
**Can P3 Fill The Infrastructure Gap?**  
March 3rd, 2016

# Cool Tech: Our Gaggle



## Aon's Visible Experts Gaggle

Select Gaggle ▼

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**There are 6 things for you to do.**


[Schedule Twitter and LinkedIn Messages](#)

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Demographics are reshaping the workforce. How can businesses hire for tomorrow? <http://gag.gl/A721zn>

5 Points • Expires in 2 days

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Share on Twitter

✕ No thanks




2015 was the most lethal year for terrorist violence in nearly a decade, according to our latest Terrorism & Political Violence Map. Check out the findings: <http://gag.gl/YM2IFV>

5 Points • Expires in 2 days

[Edit](#) [Schedule](#)

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✕ No thanks




As Baby Boomers retire and shortages of STEM skills increase, what can businesses do to retain and foster talent? Peter Sanborn, our Managing Director-Human Capital Advisory, discusses how business strategy should guide talent acquisition and has put together tips to overcome long-term skills challenges. What are the biggest skills issues facing your industry? <http://gag.gl/ooLRR8>

5 Points • Expires in 2 days

[Edit](#) [Schedule](#)

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Talent acquisition and talent development are essential to both mature and fast growing industries. Peter Sanborn, our Managing Director- Human Capital Advisory, offers perspective on how developing culture is essential to attract and retain talent: <http://gag.gl/v5y8Qw>

5 Points • Expires in 2 days

[Edit](#) [Schedule](#)

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✕ No thanks

Attach Your Social Accounts

Account	Shares To
Twitter	@ManeeshSah
LinkedIn	Maneesh Sah
Facebook	Maneesh Sah-Singapore
Google	<a href="#" style="background-color: #00a0e3; color: white; padding: 2px 5px; border-radius: 3px; font-size: x-small;">+ Add account</a>

Scheduler

Messages Scheduled: 0

Scheduler

\* Points Earned

This Week: 65

21

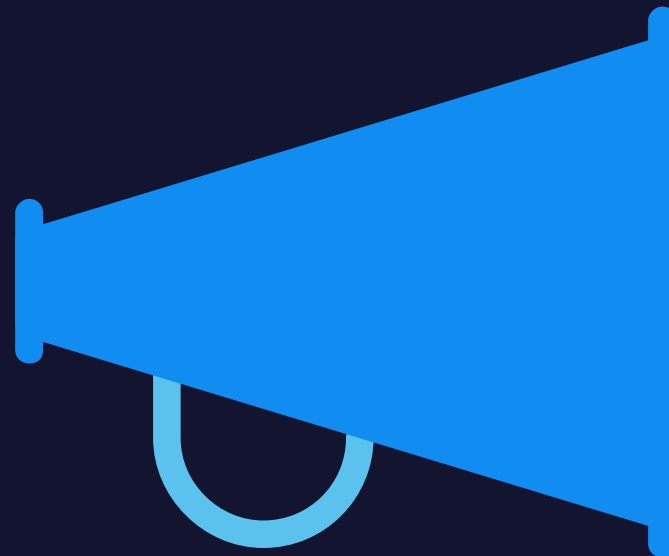
# Cool Tech: Wochit

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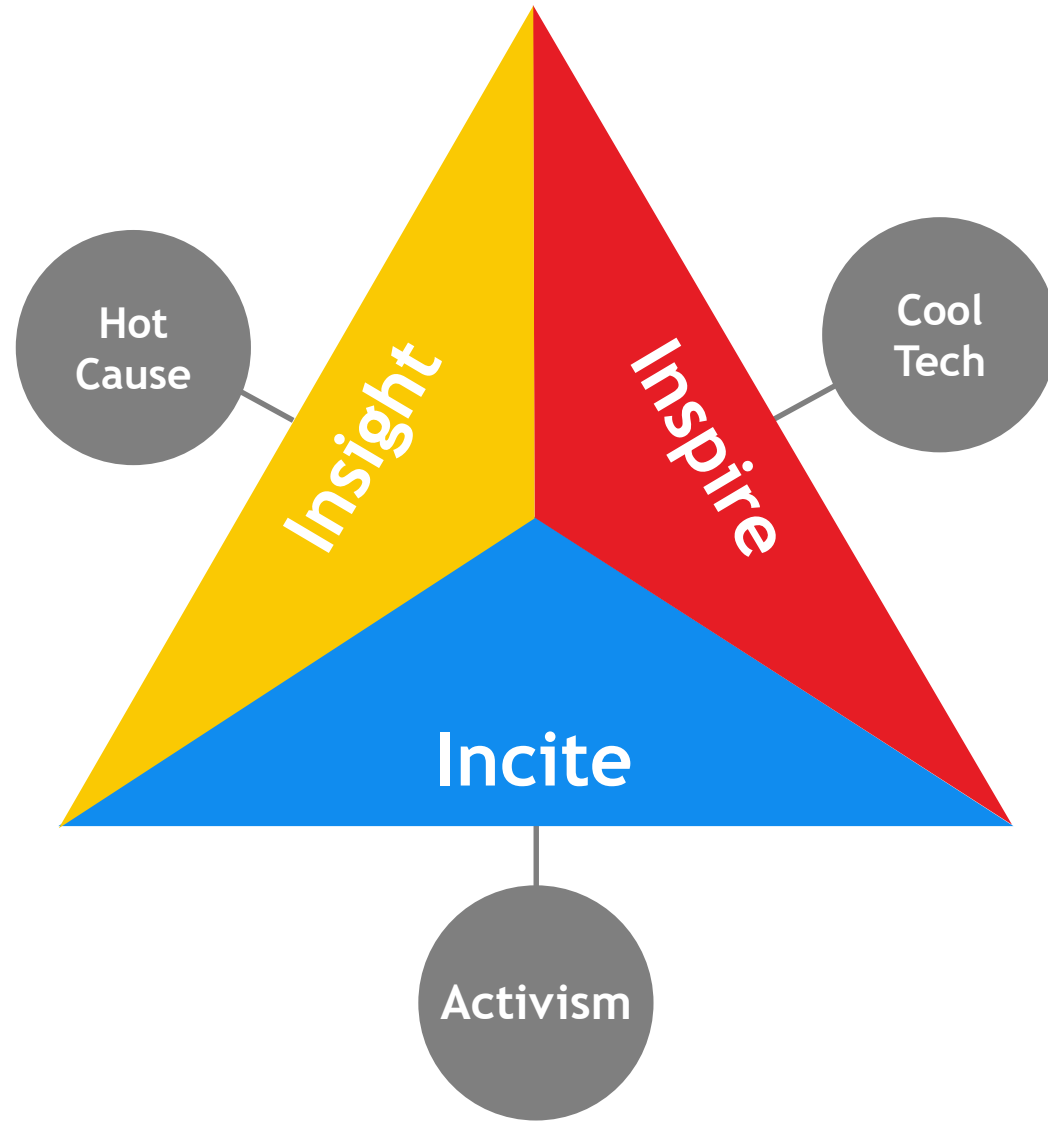
# Summary





# 3 I Model- Inciting Conversations

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# Summary

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## Supporting the Business to Drive Growth

Demand Generation

A white bar chart icon with four vertical bars of increasing height from left to right, representing demand generation.

Community Building

A white icon depicting a group of stylized human figures arranged in a fan shape, representing community building.

Account Based Marketing

A white icon of a key, representing account-based marketing.

Insights

Skills & Traits

Campaigns



[www.anewmarketer.com/free](http://www.anewmarketer.com/free)

Are You  
Ready To Be a  
NEW  
Marketer?

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Source: Sirius Decisions



Maneesh Sah



@ManeeshSah