
Are You Ready for New Thinking?

By Tim Connor

Are you ready for the changes that are coming or are you stuck in your paradigms refusing to see that there may be another way to look at things?

Let me give you 2 simple examples:

1. The population is getting older. Over 70 million baby boomers are hitting their fifties and sixties. What will they want, need or be interested in the next few years? How will they want to buy? What will prevent them from buying?

Example: Technology is getting faster and faster and smaller and smaller. If hand-helds or telephones get any smaller, whew... I can hardly read the screens now, even with my glasses. If my computer gets any faster my mind won't be able to keep up with it. If the available amount of information continues to increase, I won't have enough time to have fun or play tennis. So Tim, what's your point?

These organizations are trying to shove speed and smallness on a significant number of people (1/3 of the population) who will want slower and bigger in the next few years. Think I'm crazy? Hang around.

2. More women are starting new businesses today than men. Are you spending time understanding their needs, buying style, prejudices, and concerns, or are you selling to them the same way you have sold to the men? (This includes you also, ladies.)

How is your product/service positioned? Being sold? Are you taking into consideration your buyers or are you using arrogance (the fact that you know best what people should buy and how) to sell your wares?

It will be the **savvy sales organization** - that seeks to better understand the needs, wants, agendas, and buying habits - who will succeed in the coming decade(s). The rest of you will spend a great deal of time wondering where you went wrong.