
There is always one...

CRM is not a waste of time...
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The standard waiver...



MY

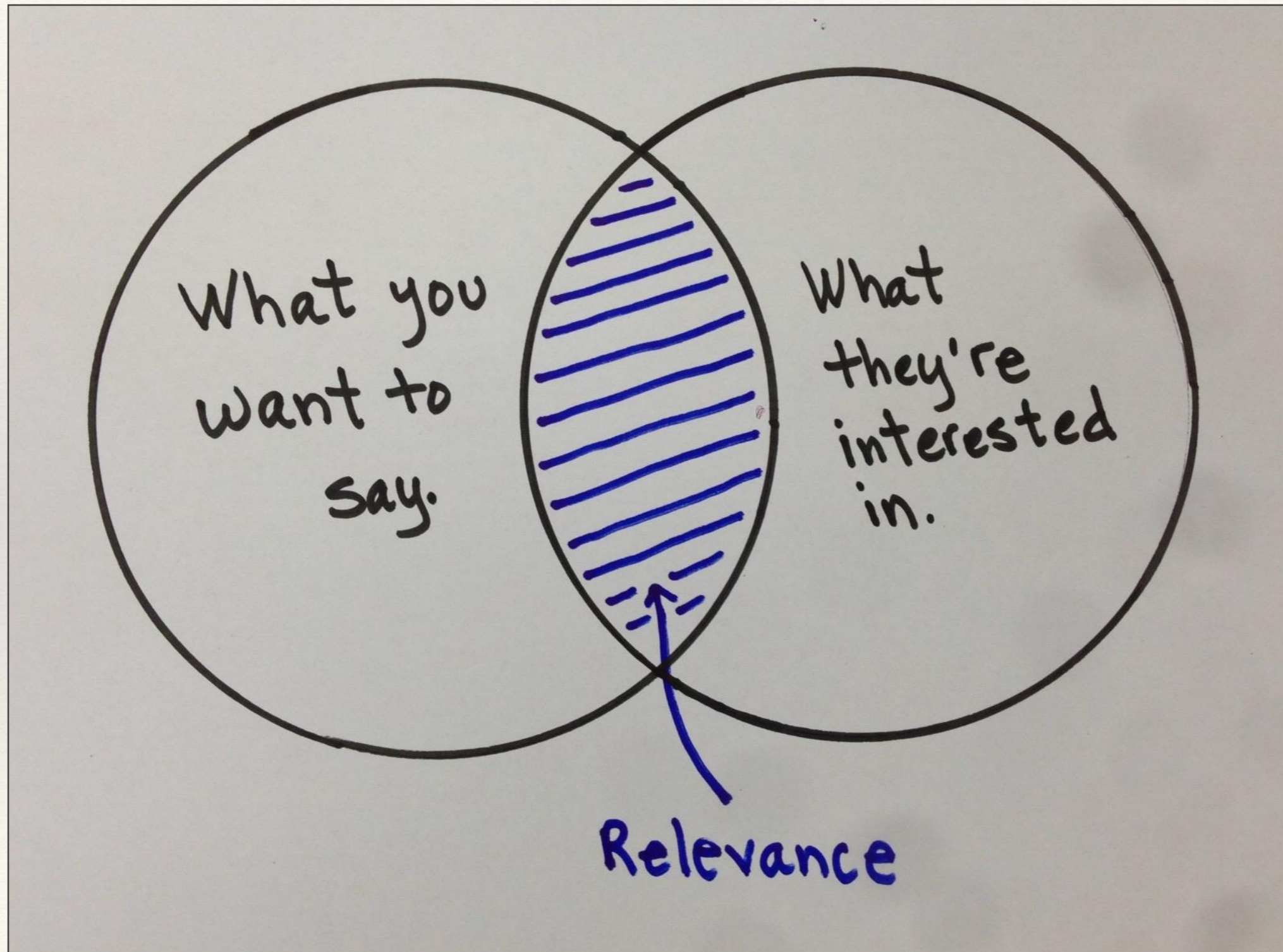
POINT

OF VIEW

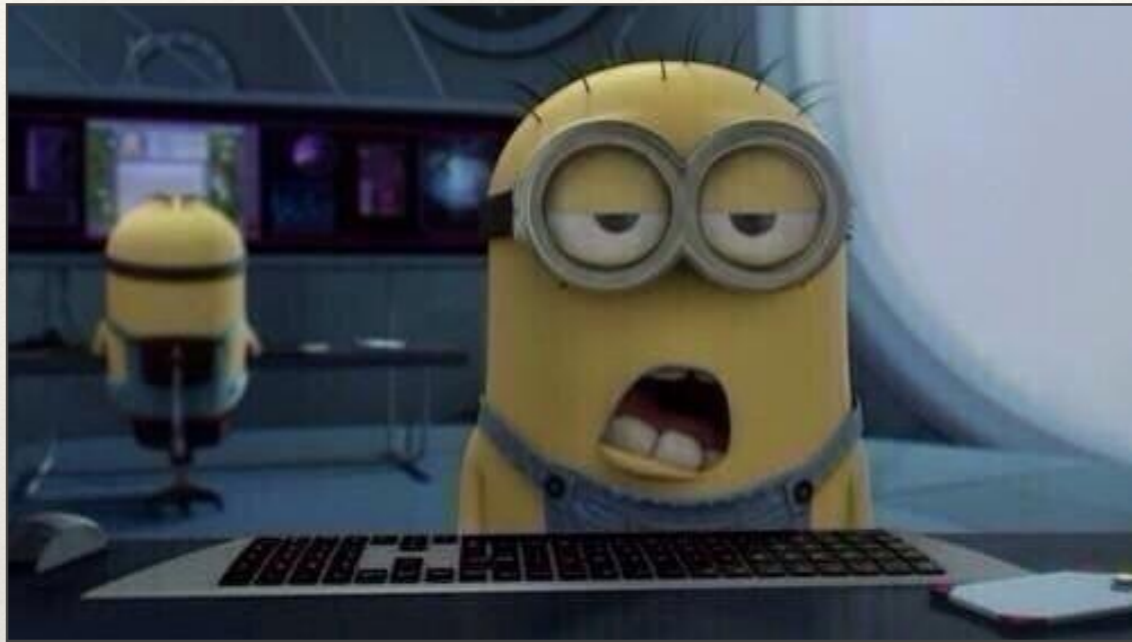
What are we selling?



Relevance



Relevance



The (~~recalcitrant~~) recipient



The formative years

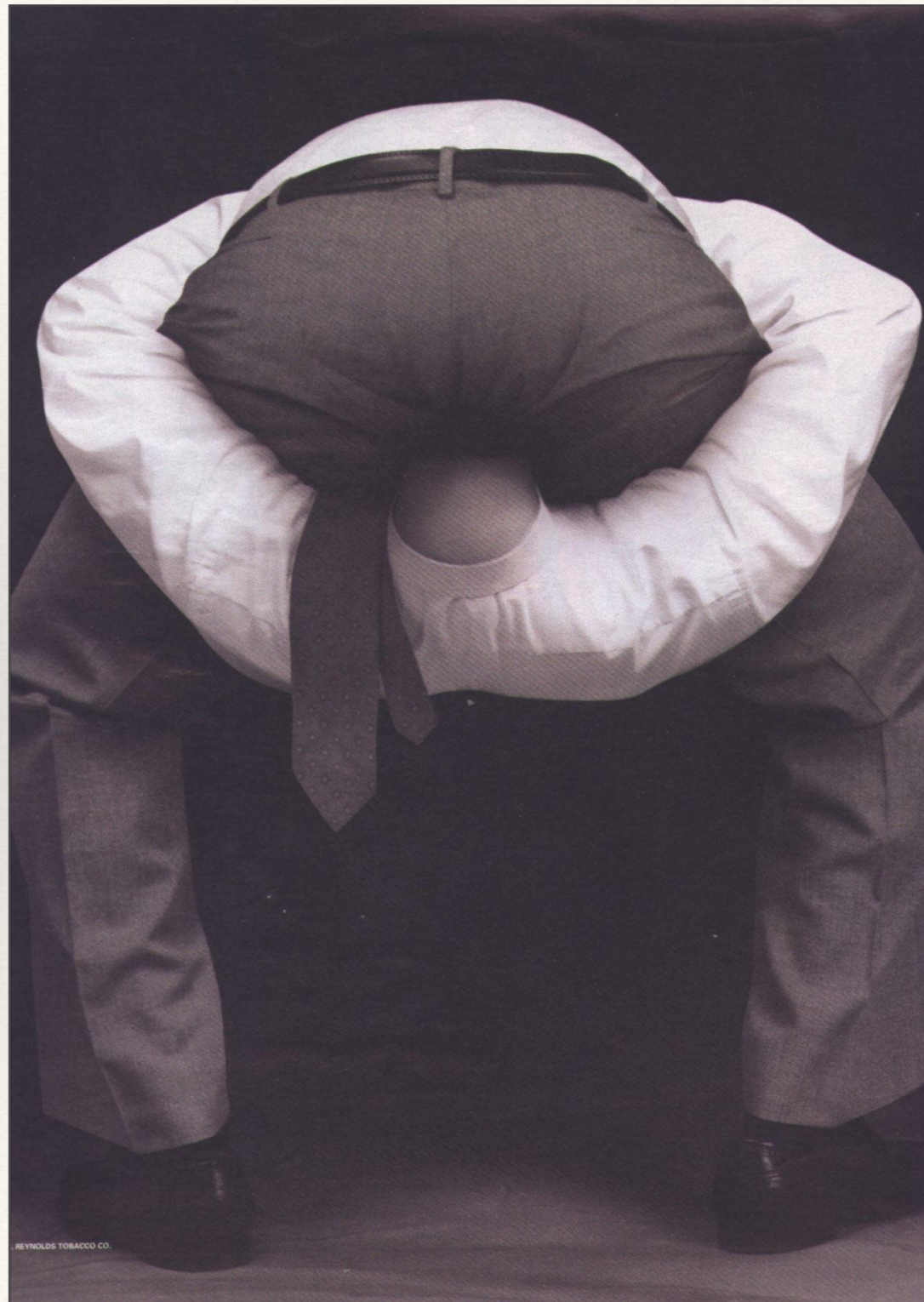


Why the resistance?

EQ vs. IQ



Why the resistance?



The sales pitch

THE GOLDILOCKS PRINCIPLE



NOT ENOUGH

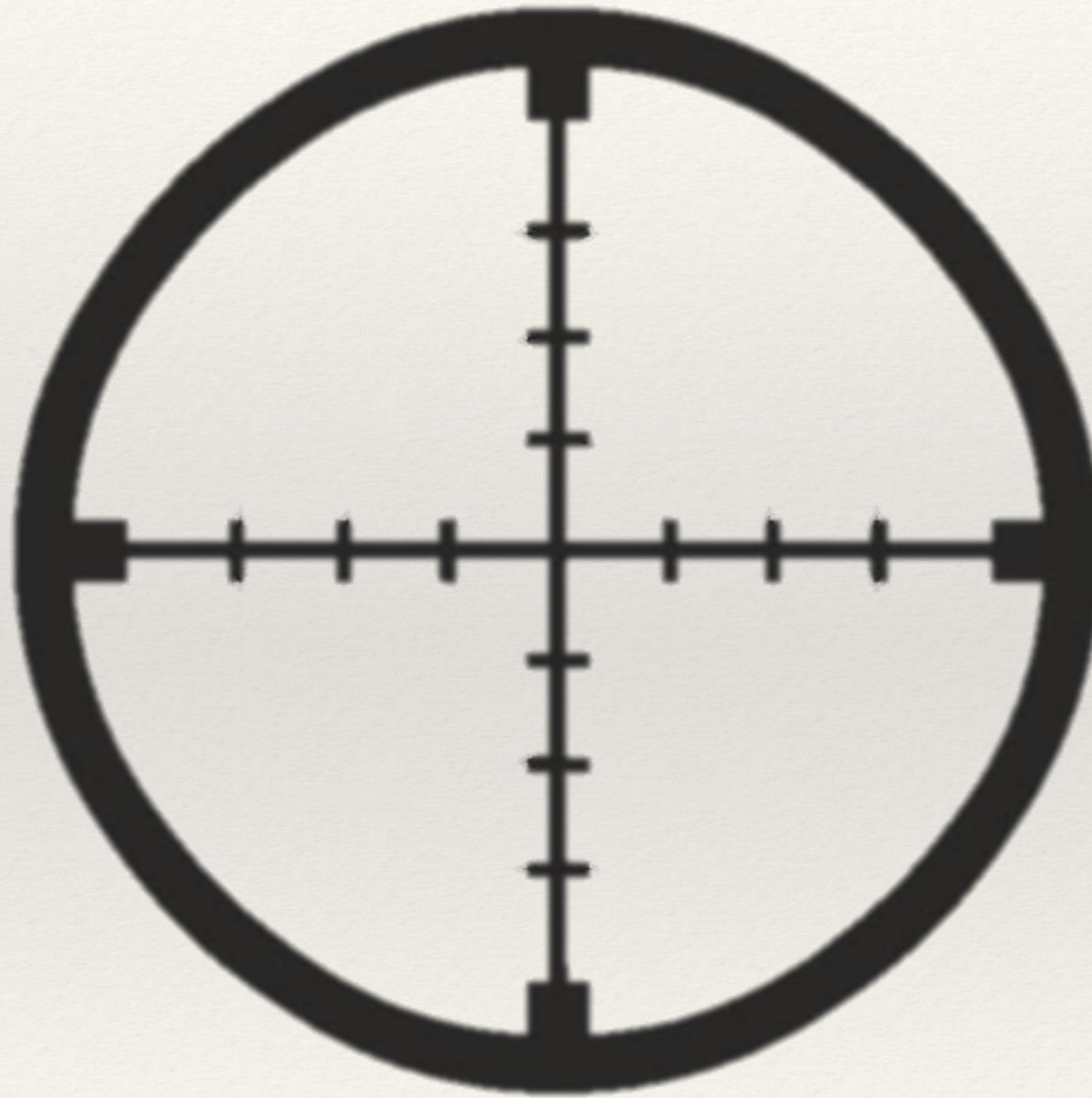
JUST RIGHT

TOO MUCH

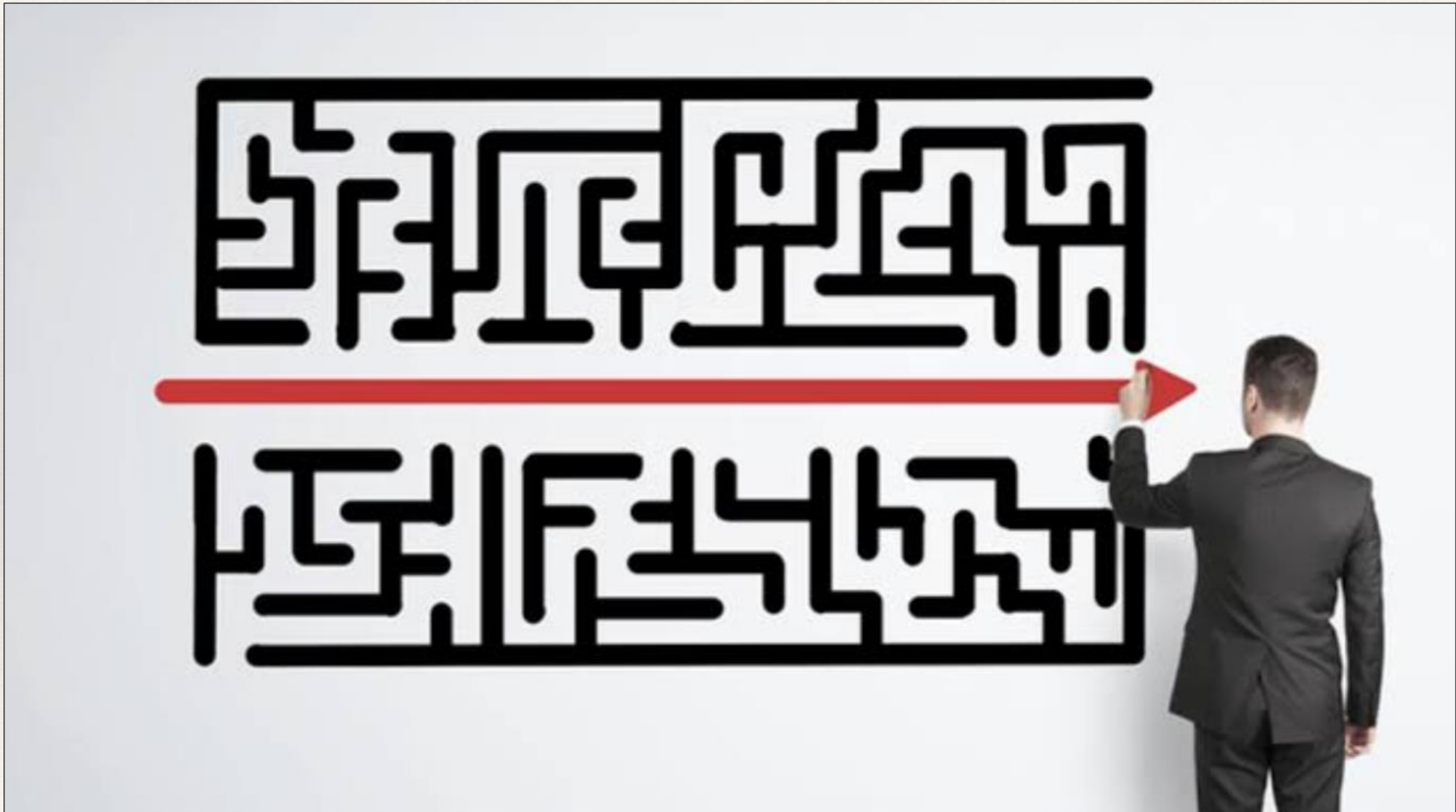
1. Make it not negotiable



2. Get them engaged

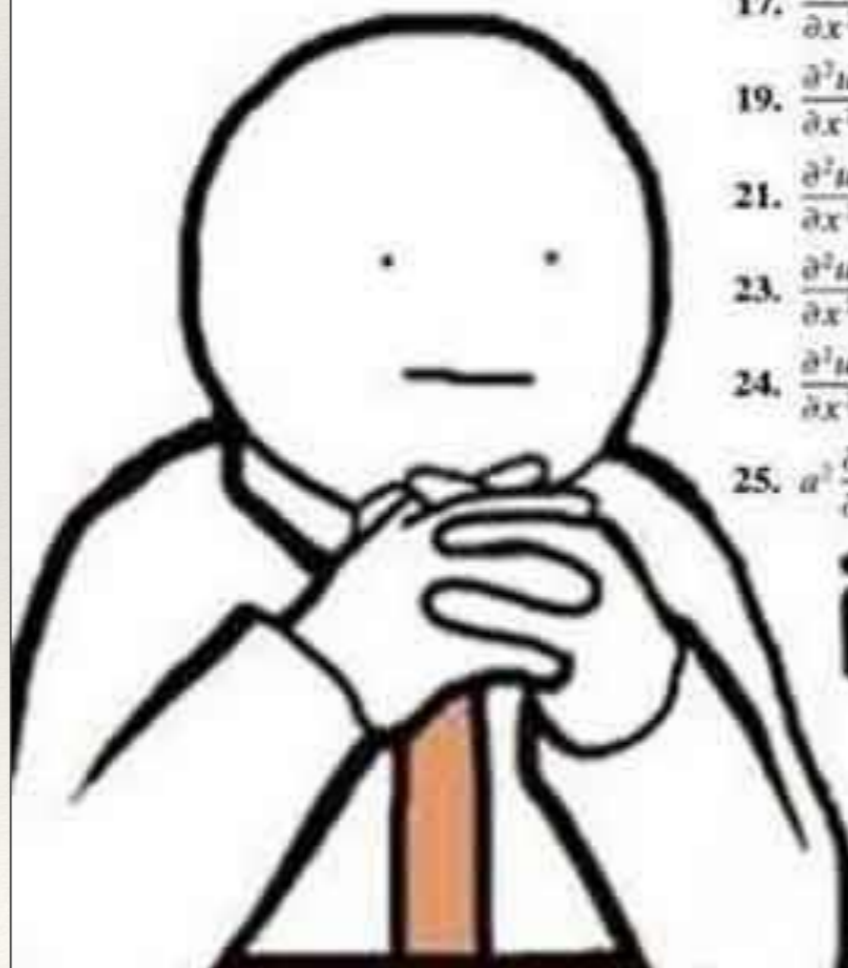


3. Make it easy



4. Make it relevant

I'm still waiting for the day that I will actually use



17. $\frac{\partial^2 u}{\partial x^2} + \frac{\partial^2 u}{\partial x \partial y} + \frac{\partial^2 u}{\partial y^2} = 0$

19. $\frac{\partial^2 u}{\partial x^2} + 6 \frac{\partial^2 u}{\partial x \partial y} + 9 \frac{\partial^2 u}{\partial y^2} = 0$

21. $\frac{\partial^2 u}{\partial x^2} = 9 \frac{\partial^2 u}{\partial x \partial y}$

23. $\frac{\partial^2 u}{\partial x^2} + 2 \frac{\partial^2 u}{\partial x \partial y} + \frac{\partial^2 u}{\partial y^2} + \frac{\partial u}{\partial x} - 6 \frac{\partial u}{\partial y} = 0$

24. $\frac{\partial^2 u}{\partial x^2} + \frac{\partial^2 u}{\partial y^2} = u$

25. $a^2 \frac{\partial^2 u}{\partial x^2} = \frac{\partial^2 u}{\partial t^2}$

18. $3 \frac{\partial^2 u}{\partial x^2} + 5 \frac{\partial^2 u}{\partial x \partial y} + \frac{\partial^2 u}{\partial y^2} = 0$

20. $\frac{\partial^2 u}{\partial x^2} - \frac{\partial^2 u}{\partial x \partial y} - 3 \frac{\partial^2 u}{\partial y^2} = 0$

22. $\frac{\partial^2 u}{\partial x \partial y} - \frac{\partial^2 u}{\partial y^2} + 2 \frac{\partial u}{\partial x} = 0$

26. $k \frac{\partial^2 u}{\partial x^2} = \frac{\partial u}{\partial t}, \quad k > 0$

in real life

The takeaway



The takeaway

