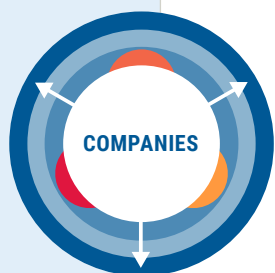


# *The Pipeliner Philosophy Wheel*



*We think it is crucially important to describe our philosophy because our customer, our partner, the user engaging with us, should understand the underlying concepts that drive Pipeliner. If you understand the underlying concepts, it will empower you to make even better use of the software.*

*Everything we do is visual—hence we have also created our philosophy wheel to better communicate our foundational philosophy. The wheel is fully explained below.*



## Companies

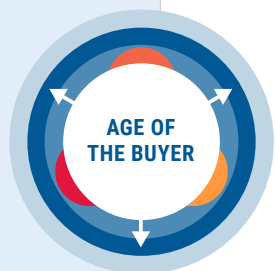
As you can see, within the philosophical wheel there are three concentric circles. They demonstrate cause to effect, from the center to the outside. The outermost circle is *companies*, which is who we are ultimately affecting.

We assist companies in reducing their risk, and help them leverage opportunities. We aid them in becoming increasingly effective and efficient in their processes by empowering their team members to sell and to manage sales better. By doing so, companies can reduce operating costs.

We've designed our product to be of such great impact because if it doesn't positively improve things, then what's the point of having it? It could be replaced like pretty much any other product today. That's clearly not what we're after—you would, obviously, never replace a product that is really helping you and your team.

We know this because we ourselves use Pipeliner for all our operations. It has replaced a large number of other applications of limited value—we manage everything with it.

Once you've tried Pipeliner, we think that you will do likewise. Why? Through doing so, you can reduce your costs dramatically. The efficiency you will gain from primarily using a single app will greatly enhance productivity while minimizing time, money and effort invested in training, updating, and constantly keeping track of many other systems or apps.



## Age of the Buyer

The next circle in is *The Age of the Buyer*. This is so-called because the entire sales cycle has turned around from previous years when the salesperson had the majority of power and control. Enabled by the internet, today it is the *buyer* that has the power, and salespeople must address their needs and wants and pain points precisely if they want to make that sale. Only by operating effectively within the realities of the Age of the Buyer, can today's salespeople reach and affect companies.



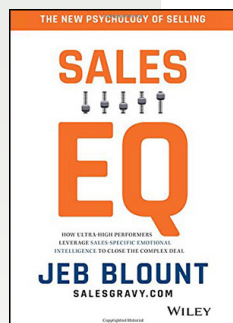
## Sales Intelligence

To fully operate in the Age of the Buyer, one needs *Sales Intelligence*, which is the next circle in.

We are certainly not attempting to create or invent the subject of sales intelligence—there are literally hundreds of books on it. Rather we are aligning ourselves with the with the ideas around sales intelligence that already exist.

At the root of sales intelligence is what is called emotional intelligence. One of the best books out there today on the subject is [\*Sales EQ: How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal\*](#) by [\*Jeb Blount\*](#). In it Mr. Blount writes:

“Average salespeople delude themselves into believing that buyers make rational, logical decisions based on empirical data and information. But that's not how the human mind works. Emotions come first, then logic.”





“ Sales performers are actually aware that the emotional experience of buying from them is far more important than products, price, features and solutions. They know that to sell value, they must be valuable, and they must earn the right, through human relationships, to teach, offer insight or challenge.

“ Most salespeople begin the sales process from a position of logic and gradually shift towards emotion. In contrast, the buyer tends to begin the buying process at the emotion level, and over time shifts toward logic.

The whole point is to create a win-win situation for the buyer and the seller—where in previous ages perhaps it was often only the seller that won. Today it must be both, or the seller—as well as the product and service—has no sustainability.

## Altruism

A vital part of sales intelligence comes about through something that cannot be taught, but must come through personal choice: *altruism*.

What is altruism? It is defined by French philosopher [Auguste Comte](#) this way:

“ Altruism comes from the Latin word ‘alter’ which means ‘other.’ Altruism means actions carried out for the well being of others at the price of some risk for ourselves, without expecting anything in return. Valuing the other, and being concerned about that person’s situation, are two essential components to altruism.

Today we see an enormous amount of content written about sales ethics, or the need for ethics in sales. But in fact, we can actually substitute a great sense of *altruism* for ethics.

Why is altruism important for salespeople? Because if you don't value the prospect or the customer, you cannot sell something to them, at least not easily. If you're not concerned about the situation they are in, you cannot speak to their needs.

How is altruism accomplished? Through the use of *empathy*.

## Empathy

“*The mother of listening and human connection is empathy. Empathy is the meta-skill of the 21st century. When you master empathy, you master human relationships. You stand out. You gain a competitive edge. Empathy pulls people towards you, compels them to help you, and opens the gateway to influence. When you listen to other people, it creates deep emotional connections, because it makes them feel significant and important. You should never forget, when working with others, that no one ever complains about people who listen.*

— [\*Jeb Blount\*](#), from Sales EQ

Empathy has three very important advantages when it comes to sales:

1. Effective empathy offers more a direct and precise path to the prediction of another's behavior. This is because you are sharing similar emotions, and viewing from those emotions allows you to better adapt to what the other person feels and understand their needs. In sales, when you are able to do this, you have a better understanding of what your client,

your prospect, your customer, will probably do. You can predict a little bit.

- 2.** Empathy allows us to acquire useful knowledge about our environment. For example, when we at Pipeliner are selling our CRM, we have observed, through empathy, that many salespeople and companies believe that CRM doesn't work, is hard to implement, that salespeople don't like it, that it takes a long time to implement, and that costs a lot of money and is never successful. We directly address and answer such points in demonstrating Pipeliner, and as such demonstrate our empathy, our understanding.

Prospects being sold a CRM worry about their data; we give them a data guarantee. Most salespeople are working within their email; we enable that with Pipeliner. Can salespeople even live without a smartphone? Pipeliner addresses that, too. Many CRM solutions won't work without internet access, which can be a problem; ours does.

We empathize with all of their challenges, and demonstrate in the real world how our product addresses them.

- 3.** Through all of this, empathy becomes a precious tool of communication with others.

We've now covered the three outer circles of our philosophy wheel. Now let us examine its most important part: the hub.



## Trade

Right at the center of the wheel, as you can see, we have *trade*. It is the very hub of our wheel, and is the stabilizing factor of all other parts.

[Carl Menger](#), founder of the Austrian School of Economic Thought, observed that trade has a peacekeeping element—countries engaged in robust trade are never at war.

This is but one of the principles we have taken from the Austrian School of Economic Thought. I refer you to a book I wrote on the subject: [\*The Sales Swiss Army Knife – The Natural Laws of Sales\*](#).

Such principles are vital for a company to know. Just as an example, the principle of sunk cost, when you understand how it is applied in Pipeliner, assists a team or even a company in knowing which opportunities can be pursued cost-effectively.



## Process

The first spoke that you see in our philosophy wheel is *Process*. It was educator and author [Peter Drucker](#), pictured at this spoke, that defined two key terms in the business process as follows: “Efficiency is doing things right; effectiveness is doing the right things.”

A simple analogy would be the use of a hammer to put a nail in a wall to hang a picture. To begin with, you would choose the right sized hammer for the job, probably a tack hammer. You would obviously not choose a sledgehammer which would just destroy the wall when you



began hammering. The right choice of tool would be *effective*. The *efficiency* comes about in repeated use of the tool. Let us say you needed to hang pictures in 10 houses in half a day. After you had been practicing for awhile, you'd get very efficient with that tool and could easily pull off that job.

The first of two women pictured is [Mary Parker Follett](#), who was an American social worker, management consultant, philosopher and pioneer in organizational theory and behavior. A notable example of her work is her contribution to the win-win philosophy, which we have adopted for our Network Selling Model.

The next woman pictured is [Rosabeth Moss Kanter](#), a renowned professor at Harvard Business School specializing in strategy, innovation and leadership for change. Her latest book is entitled *MOVE: Putting America's Infrastructure Back in the Lead*—and the thrust of her book is something that we at Pipeliner can certainly agree with and get behind.

The other gentleman pictured there is economist and management scientist [Fredmund Malik](#)—and he is pictured because *effectiveness* and *efficiency* are the outcome of management. And an interesting thing about management is that its principles are universal—in other words, the same principles apply to sales management that apply to management. Management is management. This can be easily observed in the fact that Malik's management principles have been employed in Pipeliner CRM, as discussed in detail in our ebook [Theory Made Real: Pipeliner CRM Puts Principles into Practice](#).

You might then ask, why would management be important to a sales rep? It's a logical question. The answer is that the first point of management is to manage oneself. If you can't manage yourself—and consequently your peers, your customers, and your partners—how can you then manage, one day, your subordinates? It all starts with managing yourself.





For that reason, effectiveness and efficiency, and therefore management, are important for every human being in the business world today.

These principles are also utilized in the War Room concept, outlined in our book [\*Leading from the War Room: Building a Battle-Ready Sales Force\*](#). A company, to truly succeed, should adopt the war room concept.

Pipeliner CRM empowers B2B sales teams to be totally effective and efficient in creating and closing opportunities.

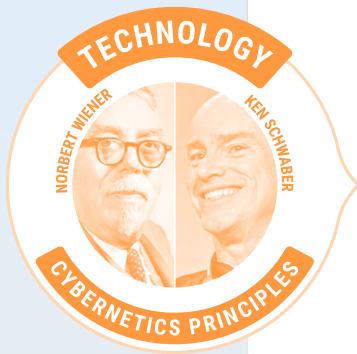
## Technology

### Cybernetics

Pictured in the next spoke is the originator of the science of cybernetics, American mathematician and philosopher [\*Norbert Wiener\*](#). In 1948 he defined cybernetics as “*the scientific study of control and communication in the animal and the machine.*” [\*W. Ross Ashby\*](#) referred to cybernetics as the “*science of simplification.*”

The word cybernetics comes from Greek κυβερνητική (kybernetike), meaning “*to steer, navigate or govern.*”

The science of cybernetics is used to approach and understand complexity—and if there's anything that is evident today and will become only more evident in the future, it is certainly complexity. This of course includes business and sales. To assist people in sales and business squarely face up to and deal with today's complexity, we apply cybernetic principles within Pipeliner CRM. This is why Pipeliner is completely visual in nature—to translate complexity to simplicity.



Cybernetics is not only evident in Pipeliner's visual user interface, but also the whole concept of navigation. Our unified navigation concept allows the user to navigate rapidly and easily through the application.

I summarize everything that we do in Pipeliner as  
*Dynamic Instant Visualization.*

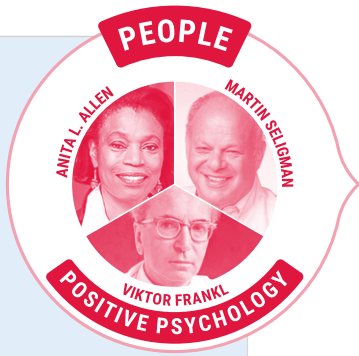
Cybernetics—the science of simplification—is applied in many ways. Just one example: many companies complain that a CRM application takes a long time to implement. We have simplified CRM implementation to the point that it can be done in a fraction of the time and at a fraction of the cost of other CRM applications.

The uniqueness of our design comes out of a powerful combination of visual aesthetics and extremely fast functionality. The core concept is that a picture communicates 60,000 times faster than text, and in Pipeliner we have visualized almost everything. That's what makes Pipeliner unique—and how we have utilized the principles of cybernetics and the science of simplification.

## Scrum

Also pictured is software developer and industry consultant [Ken Schwaber](#), who developed the Scrum software development method. We fully utilize the Scrum method in all of our development activities.

Scrum is designed for development teams who break their work into defined actions to be completed within specific timeframes; the block of action completed within a timeframe is known as a *sprint*. Progress is tracked, and further planning is done, in daily meetings called scrums.



# People

The third spoke in our wheel is People. Everything in sales stems from a mindset, from a particular point of view taken in the mind.

## Positive Psychology

You'll see that one person pictured in our Human Approach spoke is American psychologist and author [Martin Seligman](#). Seligman developed a branch of psychology called positive psychology, "the scientific study of what makes life worth living."

An example of positive psychology is *learned optimism*—the mind, which has a default mechanism to be pessimistic, can be trained to be optimistic. One result of learned optimism is the ability to persist on a given course and achieve goals—and the ability to perceive more opportunities as you go.

Optimism and persistence are two vitally important components for a salesperson—without them the salesperson isn't going to succeed.

## Diversity

Another very important aspect of Pipeliner's approach is that of diversity. For that reason we have pictured Professor of Law and Philosophy [Anita L. Allen](#). Prof. Allen is a leading expert in the areas of bioethics, Africana studies, and gender, sexuality and women's studies. In 2010 she was named by President Barack Obama to the Presidential Commission for the Study of Bioethical Issues.

Professor Allen has also done a great deal of work in the area of privacy law and electronic privacy, and is the author of *Privacy law and society*. Pipeliner places data privacy in foremost importance for our users.

## Meaning in Life

The reason we have pictured Austrian psychiatrist and holocaust survivor [Viktor Frankl](#) is that Frankl founded an entire school of thought around a person's search for meaning. Frankl saw this search as life's primary motivation.

It is important to point out that Frankl also said that each person must discover such a meaning for themselves—nobody can give it to them.

How does this search for meaning relate to sales? Any salesperson will tell you: a career choice in sales, while it can certainly pay off, is also a tough way to go, tougher than many other career choices. This is true if for no other reason than the amount of rejection the average salesperson suffers—for many, it's in the range of 60-80%. Even the best salespeople in the world have a closing ratio of 40-50%—meaning the remainder is rejection. How many other professions have to deal with this level of adversity?

It is a level of rejection that often results in a salesperson being frustrated, angry and bitter. An extreme of this frustration and bitterness was reflected in [Arthur Miller](#)'s famous play *Death of a Salesman*.

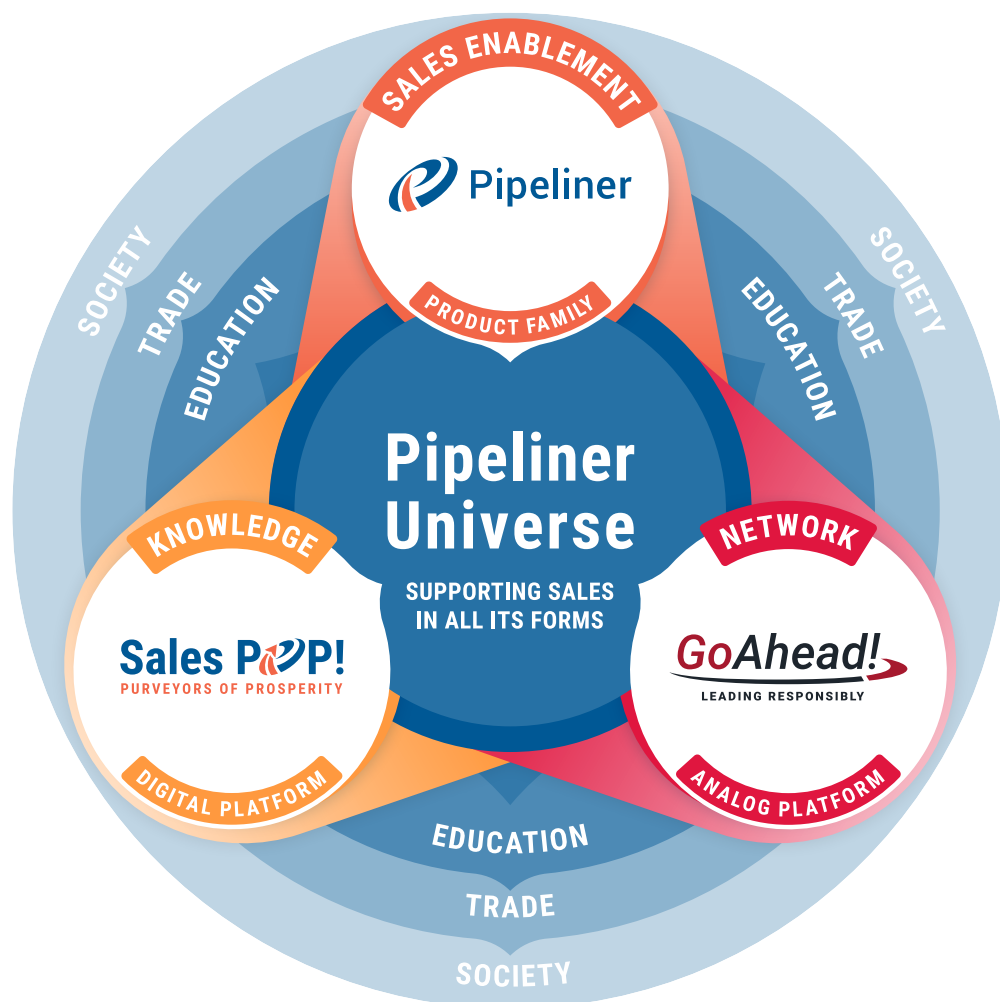
The only way a salesperson can cope with this level of rejection is to find *meaning* for themselves. This is not something that we can do for a salesperson—they must undertake this on their own.

There are different kinds of jobs in sales; some salespeople are better at closing, others are better at prospecting, yet others are better at nurturing. Following another principle given us by [Fredmund Malik](#), *Utilize*

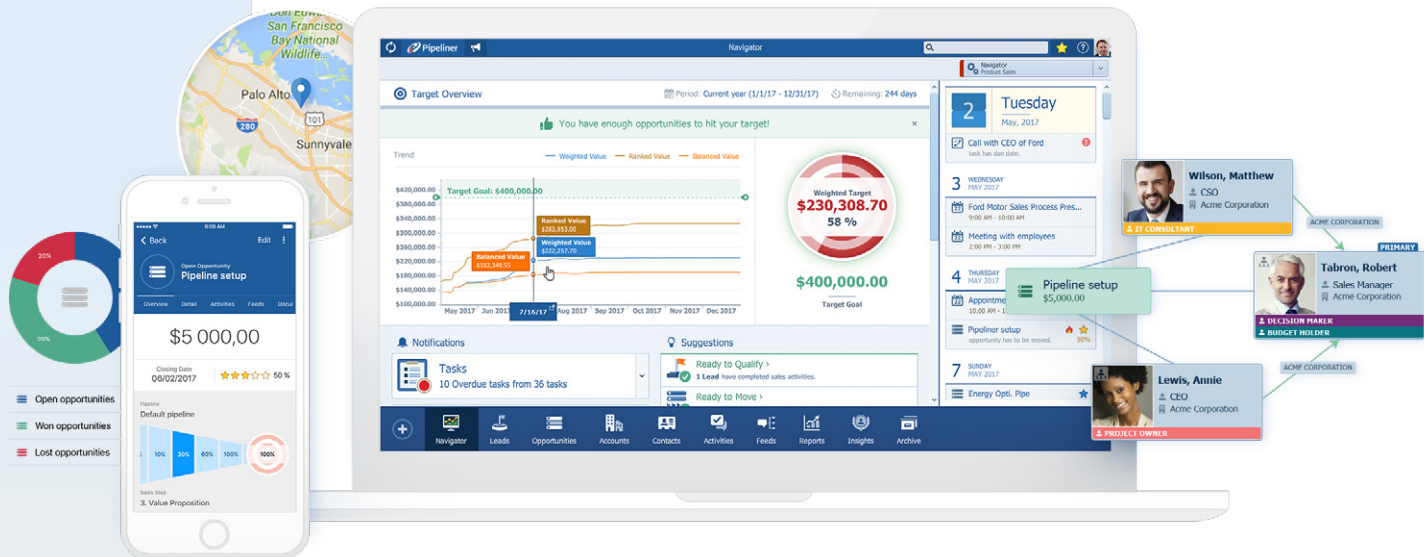


*Strengths*, a salesperson should be placed where they are most gifted. Put them in the area where they are the strongest—and interestingly it will be found that this also what they truly enjoy doing. It is there that they *find meaning*. Many millions of dollars are spent every year to train people on things they don't like. The result? They never find meaning because they hate it.

The Pipeliner Family of Platforms (pictured below) is designed to facilitate meaning for salespeople in all that they do.



# Substitution and Creative Destruction



Why is it we feel that our product, Pipeliner CRM, is revolutionizing the industry?

There is a process described by Austrian School economist and political scientist [Joseph Schumpeter](#), called *creative destruction*. It means something that is created while, at the same time, something else is swept aside or destroyed. Much of the time some kind of substitution is involved at the same time, and that substitution is used to master complexity.

While substitution and creative destruction are not part of our Philosophy Wheel *per se*, it is a vital part of our philosophy and so bears examination.

An example is the broad introduction of the automobile at the beginning of the last century. That creation (of the automobile) swept aside (destroyed) an entire way of life based on the horse and carriage. The car became the substitute for the horse. As we can see, the automobile

mastered complexity of travel, and in the end made it simple. This is no more evident than today, when you can simply climb into an automobile, press a button to start it and take off.

Another much later example is the introduction of the Smartphone. Smartphones have simplified and replaced not only most landlines, but traditional cell phones as well.

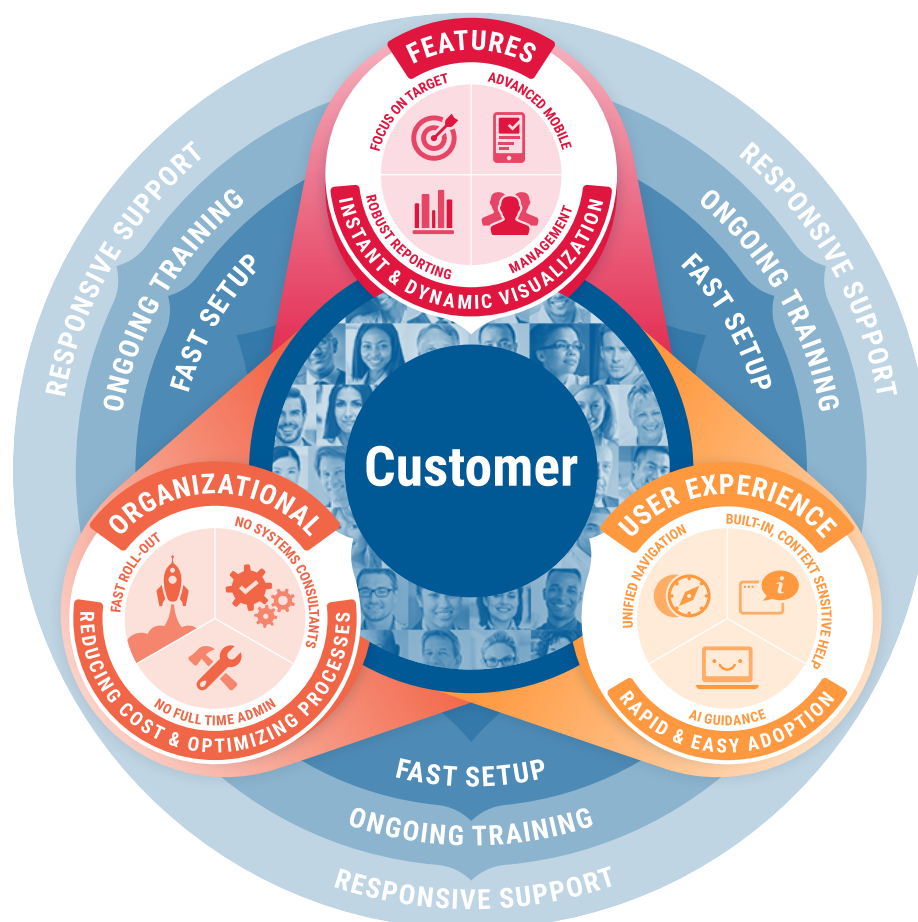
As stated earlier, Pipeliner is replacing many less useful applications for many companies, replacing multiple applications with a single very effective one.

But far beyond the replacement of competition, Pipeliner is used when no process exists in a company—which in this time is a very dangerous position to be in. Every day almost 250,000 new people are entering in the work force on Earth today. A great many of them will be starting a sales job. And Pipeliner will be right there for them.

*If you follow through with the above principles, you will become very effective, very efficient, and very focused. You will engage in robust trade, creating wealth and producing peace.*

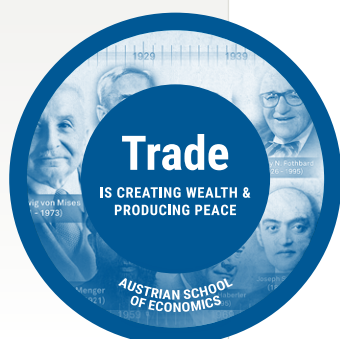
This is what the world needs more than anytime before in history.

# The Pipeliner CRM Unique Selling Propositions Wheel



This wheel demonstrates the powerful factors that make Pipeliner CRM completely unique and unequalled in today's CRM market.

At the center of the wheel is the customer, simply because the customer is the hub of our efforts. We have developed Pipeliner CRM from a customer-centric approach for sales because our customers are salespeople, sales managers, and anyone associated with sales. It is a solution developed by salespeople for salespeople.





The top inside circle is our Feature Set, and you can see that every feature we create falls under the category of *Instant & Dynamic Visualization*. This comes from the deep rooted understanding that a picture speaks 60,000 times faster than words. This approach runs through not just dashboards but the entire application—all features fall under this category.



The circle at the lower right is the User Experience. We know that, for a user to have a powerful experience with a product such as ours, it must adopt rapidly and easily. Our unified navigation, built-in context sensitive help and AI guidance enable rapid, easy adoption and implementation—in a fraction of the time of other CRM applications. People use what they love and find easy to adopt.



The circle on the lower left demonstrates the robust benefits Pipeliner CRM brings to an organization. For a company, our goals are to reduce cost and optimize processes. We bring these about by providing a fast roll-out for Pipeliner—again in a fraction of the time of other CRM applications—and by requiring no system consultants and no full-time admin, which all other enterprise CRM systems do require. This is where Pipeliner provides the most substantial savings, and this alone is a disruption to the CRM industry (no longer are implementation companies necessary, there are no certification costs and transfer of responsibility between admins in the CRM space is very easy).



The three circles inside the wheel show how Pipeliner as a company empowers the customer. We enable incredibly fast setup, ongoing training (much of it provided free of charge) and responsive and fast support, when needed.



The Pipeliner Universe — Sales Enablement, Knowledge, Networking

Pipeliner CRM  
[pipelinersales.com](http://pipelinersales.com)

Sales POP!  
[salespop.pipelinersales.com](http://salespop.pipelinersales.com)

Go Ahead!  
[go-ahead.global](http://go-ahead.global)