



DIRECT: 770-910-5969  
JACK@E-COM.COM  
WWW.E-COM.COM

## JACK SHAW

### Distinguished Credentials

- Bachelors degree from Yale
- MBA from Kellogg
- Author of three best-selling books
- Publisher of *EDI Executive* and *e-Commerce Buyer's Guide*

### Example Clients

- IBM
- SAP
- Oracle
- General Electric
- Coca Cola

### Business and Technical Expertise

- Cloud Computing and Virtualization
- Mobile Commerce
- Social Media
- Data Analytics
- Intelligent Systems
- Decision Management
- Supply Chain Management
- e-Procurement

### Industry Experience

- Aerospace/Transportation
- Banking, Finance, and Insurance
- Food & Beverage
- Public Sector
- Health Care & Pharmaceuticals
- Manufacturing & Distribution
- Petroleum/Energy/Utilities

### **Breakthrough Business Technologies**

770-910-5969

[www.e-com.com](http://www.e-com.com)

## **Educating Technology Markets**

- Web Video  
(See [DynaSis.com](http://DynaSis.com))
- Executive Briefings
- Client Meetings
- Webinars
- White Papers
- Blogs

## **Accelerate Your Revenues!**

Call Today

Breakthrough  
Business Technologies

770-910-5969

[Jack@e-com.com](mailto:Jack@e-com.com)

[www.e-com.com](http://www.e-com.com)

[gplus.to/JackShaw](http://gplus.to/JackShaw)

[Twitter.com/JackShaw](https://twitter.com/JackShaw)

[YouTube.com/user/JackShaw4728](https://www.youtube.com/user/JackShaw4728)

[Facebook.com/JackShawTechnology](https://www.facebook.com/JackShawTechnology)

[LinkedIn.com/in/](https://www.linkedin.com/in/JackShawTechnology)

[JackShawTechnology](https://www.linkedin.com/in/JackShawTechnology)

[BusinessTechnologyFuturist.](http://BusinessTechnologyFuturist.wordpress.com)

[WordPress.com](http://BusinessTechnologyFuturist.wordpress.com)

## **Educating Technology Markets to Accelerate Revenues**

- Expand Your Markets
- Generate Better Qualified Leads
- Reduce Sales Cycle Times
- Increase Sales Team Productivity
- Deliver Consistent Messaging
- Improve Close Rates
- Close More Business – Faster!

## Why Educate Your Markets?

Your prospective clients MUST understand exactly how and why your solutions will benefit them before they'll even consider buying. This means you must help them recognize the business value of your solutions and differentiate your solutions from the alternatives.

Your prospects typically believe they're doing the best they could with the available solutions. So you must show how your solution uses emerging technologies to add value and differentiate it. Examples of these technologies include Cloud Computing, Mobile Commerce, Data Analytics, Social Media, and Intelligent Systems.

As described in Geoffrey Moore's seminal book, *Crossing the Chasm*, the Innovators and Early Adopters already understand these technologies and how they will benefit from them. All they want to know are the particulars of your solution, your business model, and your pricing, and they're ready to make their buying decision. The problem is that the Innovators and Early Adopters comprise only 10% – 15% of any given market.

The other 85% – 90% still doesn't understand these technologies. Because they don't really comprehend exactly how they'll benefit from them, they aren't ready to buy.

The question is: who should shape their understanding – you? Or your competitors? It is a waste of time to try to sell the benefits of your solution to a prospect who doesn't yet recognize why they need it. Before you can sell them, you have to educate them. That's the opportunity – and your next challenge.

## Why Use a 3rd-Party Spokesperson?

Validating the need for your solution adds integrity to the entire process. And who knows better the value of your solutions than you? Why shouldn't one of your own experts be your educational spokesperson?

During the strategically critical educational process, prospects are extremely skeptical of what they hear from ANY vendor. Since a 3rd-Party spokesperson is not an employee, they don't have any "skin in the game" regarding whether a given prospect purchases your solution.

So, prospects are more willing to trust an external spokesperson; until they know why they need a solution like yours, that spokesperson is much more effective in educating them.

Your spokesperson must be someone who can speak with knowledge and authority to executives. You could hire an actor, but they have no expert authority on which to base their recommendations.

Your spokesperson should have experience, credentials, and credibility, but you don't need the top expert in your field. Too often, they are so narrowly focused they are not effective communicators. You must engage someone who is knowledgeable, is a skilled professional speaker, and has the experience of recording high-quality professionally produced video.

You need someone who understands your field; and can quickly grasp the fundamentals of your solution, communicate effectively to executives, and work with you to craft, and deliver, the best message to educate your target markets.

## Why Jack Shaw?

Jack Shaw is the ideal spokesperson for your technology solution. By making him part of your marketing strategy, you'll generate more qualified leads, reduce your sales cycle times, increase the productivity of your business development team, and improve your close rate. The result – you book more business – faster.

During the past 25 years, Jack has spoken to thousands of executives in over 20 countries on innovations in business technology. In doing so, he has developed a personal presence that commands attention and respect for his expertise and message.

Jack is uniquely talented at translating business technology into business value propositions. He is particularly expert at helping senior executives understand the strategic implications of emerging technologies. His C-Level Executive credibility and dynamic delivery accelerate new business through the sales cycle.

During his decades of experience with business technology, Jack has developed deep expertise in many areas. These include a wide array of industries, business processes, and technologies. He has provided advisory services to leading Technology Solution Providers and Fortune 500 Corporations as well as hundreds of small and mid-sized businesses

Jack is a charismatic and internationally recognized business speaker who has delivered more than 1000 paid keynote addresses and executive presentations in more than 20 countries. He has been featured in numerous videos and webinars across the Internet, and is experienced with all types of video recording as well as working with simultaneous translators.