

# 5 “Keynote Inks” from the #CEBSummit in Las Vegas

Powerful talks visualized by  
Quarry and SunShine BenBelkacem

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 **CEB**  
WHAT THE BEST COMPANIES DO

# Proud to bring you “Keynote Inks”

It’s a match made in heaven. Kingman Ink’s SunShine BenBelkacem is a graphic recorder with an uncanny ability to synthesize big concepts and high ideas into rich, accessible visuals. And Quarry, according to Ann Handley of MarketingProfs, is “a new breed of B2B marketer: one who is part artist, part scientist, and all about driving results.” With so much in common, you can understand why we were enthusiastic about commissioning Sunshine to create these Keynote Inks at the 2015 CEB Sales and Marketing Summit. We think the results speak for themselves!

If you attended the Summit, we trust that these 5 Keynote Inks are evocative reminders of the event. If you missed it, we hope they offer an entry point into the big ideas and thought leadership we heard in Las Vegas.



A handwritten signature in black ink that reads "Ken Whyte". The signature is fluid and cursive.

Ken Whyte  
*President, Quarry*





# Brent Adamson

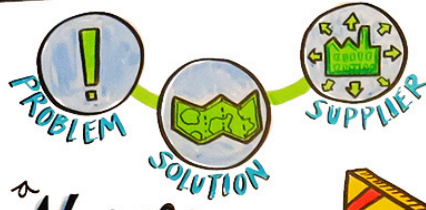
Principal Executive Advisor, CEB



Facing customers both overwhelmed by more information, more choice and more people, what is the best way for commercial to respond? Brent Adamson presents a powerful solution to the problem of "more."

# HELPING OVERWHELMED CUSTOMERS BUY

PRESENTED by BRENT ADAMSON, CEB

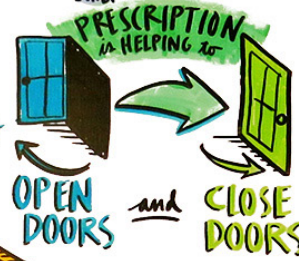


RUN EVERYTHING THROUGH the



MAKE it EASY  
 PRESCRIPTION is NOT a SKILL  
 WE WILL CREATE a ROAD MAP TOGETHER  
 CUSTOMERS and PEERS are HERE...  
 TALK TO EACH OTHER

EMPOWERED  
 CUSTOMERS are OVERWHELMED



a FRAMEWORK to MAP the JOURNEY

## BIGGEST BARRIER in the PURCHASING JOURNEY

## Misalignment of the STAKEHOLDERS

CEB ADVISORS are HERE to HELP YOU

LEAN ON US for INSIGHT and GUIDANCES

#KEYNOTEINKS  
 commissioned by for the #CEBSummit  
 MODERN MARKETING for COMPLEX BUYING



DOWNLOAD ALL #KEYNOTEINKS at [QUARRY.COM/CEBSUMMIT](http://QUARRY.COM/CEBSUMMIT) || @QUARRY







# Glen Drummond

Chief Innovation Officer, Quarry



In asking "How do personas work?" Glen Drummond calls out a misconception that can make personas not just ineffective, but harmful—and shows us how to distinguish great personas from bad ones.

**HOW TO FEED AN ELEPHANT: ADVICE FOR GETTING PERSONAS RIGHT**

PRESENTED BY GLEN DRUMMOND, QUARRY - @GDRUMMOND

**#KEYNOTE INKS** commissioned by **QUARRY** for the **#CEBSummit**

MODERN MARKETING for COMPLEX BUYING

WE WORK WITH COMPANIES TO DEVELOP PERSONAS USE THEM TO INNOVATE & DESIGN WHAT CONSUMERS WANT

THIS SESSION IS ABOUT PERSONAS SHOULD WE RENAME THEM?

YOUR BRAIN IS ADEPT AT PATTERN RECOGNITION THE WHOLE IS MORE REAL THAN THE PARTS

THINKING FAST & SLOW A BOOK ABOUT HOW WE MAKE MEANING & HOW WE UNDERSTAND

**Fast Thinking** THE ELEPHANT IS THE INSTINCTIVE, NON-DEDUCTIVE PART OF OUR MIND.

**ARE PERSONAS USEFUL?** THE ELEPHANT IS A METAPHOR FOR THEM. THEY ARE PART OF THE ASSOCIATION OF THE MIND... THAT IS THE ELEPHANT.

HOW DO YOU FEED AN ELEPHANT? DID YOU KNOW ELEPHANTS DO NOT LIKE PEANUTS?

HOW DO YOU AVOID FEEDING PEANUTS (OR HOW TO MAKE BETTER PERSONAS TO HELP YOU) FOR THE ELEPHANTS?

THINK "FIELD OF EXPERIENCE" GO ONSITE TO GET INSIGHTS

LOOK BEYOND THE PEOPLE YOU KNOW AND LIKE FRIENDS & FAMILY

**BETTER NUTRITION FOR YOUR ELEPHANTS**

WHAT'S THE CONFLICT? WHAT ARE THE MENTAL MODELS? HOW DO THE CHARACTERS INTERACT? WHAT'S THE MAGAZINE? WHAT ARE THEY FOR & AGAINST?

BEWARE THE ZOMBIE and the PHANTOM

THINKING SHOULD MATCH REALITY

PICK THE RIGHT TOOL FOR THE JOB

MOST OF YOUR ASSUMPTIONS ARE WRONG AND YOUR PERSONAL PREJUDICES COLOUR YOUR VIEWS

STEP OUTSIDE OF YOURSELF

USE THE BETTER NUTRITION POINTS TO CREATE BETTER PERSONAS

HOW TO CREATE FRAMEWORK: SALES NEED DIFFERENT PERSONAS THAN MARKETING

SUCCESS OF YOUR SALES AND MTKG TEAM DEPENDS ON PERSONAS DEVELOPED FOR THEM

SEE MORE AT [WWW.QUARRY.COM/CEBSUMMIT](http://WWW.QUARRY.COM/CEBSUMMIT) || @QUARRY

kingman ink .com





# Barry Schwartz, Ph.D.

Business Author and Professor



Renowned psychologist and best-selling author Barry Schwartz unpacks years of research on choice and outcomes to discuss why customers are becoming even harder to satisfy.

# CUSTOMERS, SUPPLIERS, and the PROBLEM of TOO MUCH CHOICE

PRESENTED by BARRY SCHWARTZ, PHD

#KEYNOTEINKS

Commissioned by for the #CEBSummit

QUARRY

I'VE BEEN STUDYING and THINKING on the IDEA of CHOICE for MANY YEARS

the "CHOICE PROBLEM" is a DIFFICULT EVEN for SOPHISTICATED BUYERS

MODERN MARKETING for COMPLEX BUYING

Freedom ENHANCE CHOICE with a WIDE SELECTION of OPTIONS

MORE CHOICE LEADS to WELL-BEING

TODAY, WE HAVE SO MANY HC OPTIONS



TODAY, WE HAVE the Choice THE JITTERBUG

LONG AGO, there WEREN'T ALOT of OPTIONS in PHONES

TOO MUCH CHOICE CAN CAUSE "INACTION" "PARALYSIS"

TOO MUCH CHOICE CAN LEAD to POOR CHOICE DECISIONS



TOO MANY OPTIONS CAN LEAD to DIS-SATISFACTION BETTER to PICK from 4 OPTIONS than 24 OPTIONS

ESCALATION of EXPECTATIONS

all EXPECTATION

and REALITY this is called DISAPPOINTMENT

MOST TIMES, HIGH EXPECTATIONS are RARELY MET

PEOPLE WILL ALWAYS CHOOSE the PENS

DESPITE WHAT YOU THINK, YOU CAN ONLY DO ONE THING at a TIME TOO MANY OPTIONS LEADS to REGRET or LACK of PRESENCE

IT'S ALL ABOUT FINDING the SWEET SPOT!



REDUCE the NUMBER of OPTIONS and PROVIDE BETTER QUALITY

LIMIT VARIETY

REDUCE INDECISION



HOW to HELP in CHOICE-MAKING (or REDUCE the CHOICE PROBLEM)

REDUCE the # of PRODUCTS



PAY ATTENTION to DEFAULTS



NO LIMITS!

THEY GET WHAT THEY WANT without MAKING a CHOICE

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SEE MORE #KEYNOTEINKS at QUARRY.COM/CEBSUMMIT || @ QUARRY





# Evan de la Torre

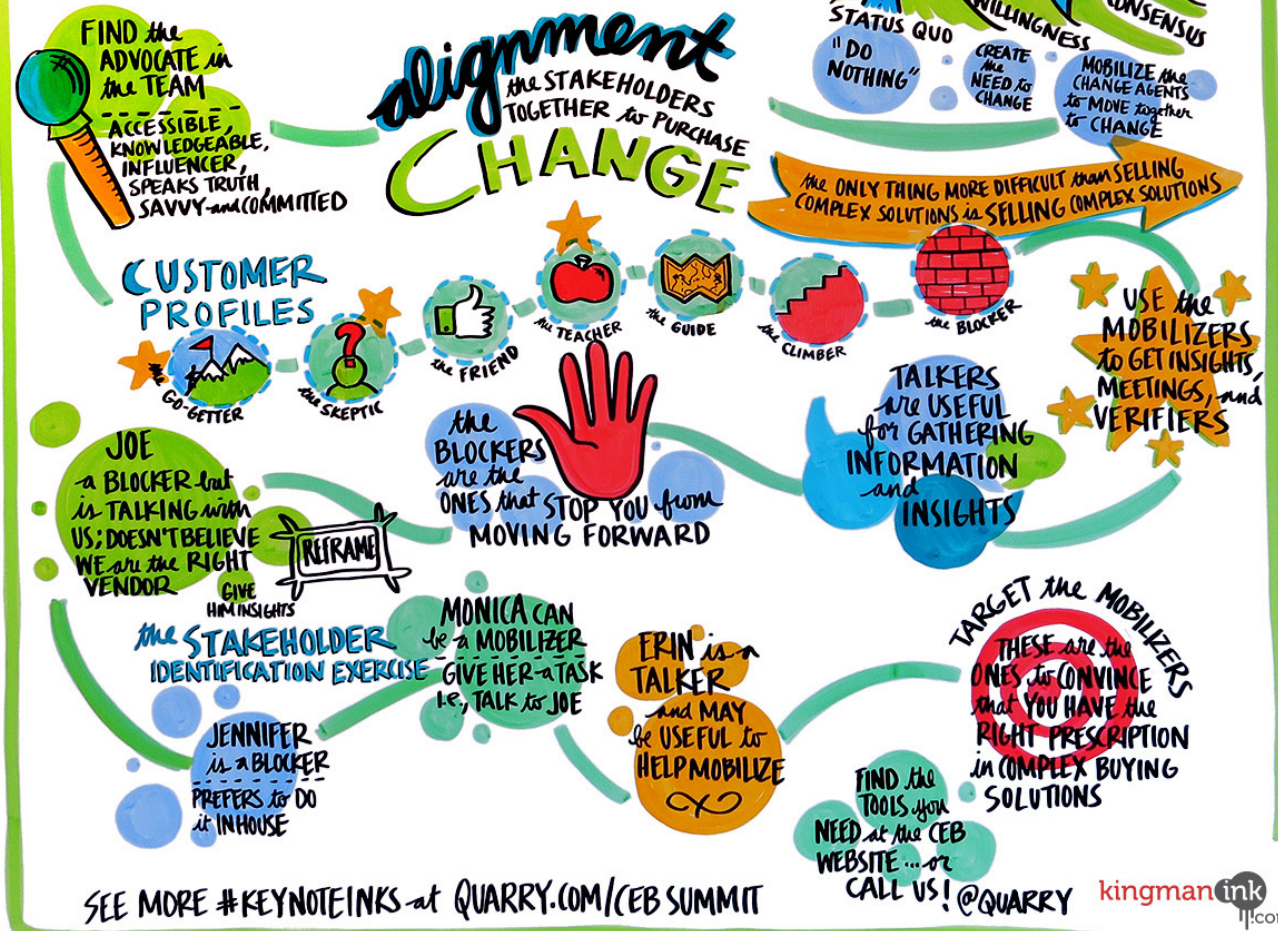
Executive Advisor, CEB



Evan de la Torre outlines new frameworks and tools necessary for your sellers to identify and manage Mobilizers in order to drive consensus among diverse stakeholder types.

# DRIVING CONSENSUS through MOBILIZER STAKEHOLDER MANAGEMENT

PRESENTED by EVAN de la TORRE, CEB







# Brent Adamson, Matt Dixon, Pat Spenner and Nick Toman

CEB



Brent Adamson  
Nick Toman



Brent Adamson  
Matt Dixon  
Pat Spenner  
Nick Toman

Authors of the CEB's latest book, *The Challenger Customer*, examine how the best commercial organizations are enabling customer Mobilizers to drive change in favor of a purchase.





# About SunShine BenBelkacem

SunShine BenBelkacem is a Chicago-based communication artist and writer who just wants to make stuff. Drawing on a keen business sense and a stunning design sensibility, SunShine distills spoken talks, meetings and discussions into works of art. She consumes herself with the content and is able to put pen to whiteboard to create compelling visual stories and summaries.

SunShine has scribed for clients including FedEx, Kraft, Eli Lilly, Astra Zeneca, Smuckers, Allstate, Best Buy, Target, GE, Diageo, GM, SNCF, BNP Parisbas, Emerson Engineering, Micro Motion, SAS, RSD, IBM, Snap-on, Wrigley and Oscar Meyer.

You can connect with SunShine [@TGSservices](https://twitter.com/TGSservices) or learn more about Kingman Ink at [kingmanink.com](http://kingmanink.com).



# Meet Quarry

Quarry is the modern marketing firm for brands with complex buying journeys.

We create growth in two ways. Our Curve Jump® offer delivers strategically actionable insight to reset organizational views of “the customer” and unlock new possibilities for innovation and team alignment around customers, not products. Blending art with science, our Growth Curve® offer accelerates engagement with customers using the right modern marketing approaches at the right time for exceptional, measurable results.

Intrigued? [Let's chat.](#)

1-877-723-2999  
QUARRY.COM | @QUARRY

“Quarry represents a new breed of B2B marketer: one who is part artist, part scientist, and all about driving results.”

ANN HANDLEY,  
CHIEF CONTENT OFFICER,  
MARKETINGPROFS



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