

Corporate Communications – Speechwriting Assignment

Title: Selling in the Information Age

Speaker: Peter Jevons, Founder and CEO of The Jevons Group

Event: Company gathering of employees at the Hyatt Regency Toronto

1. Introduction

Greetings salesmen,

You all know who I am, but for the sake of the video being recorded: I'm Peter Jevons, Founder and CEO of The Jevons Group. The Jevons Group specializes in the lost art of door-to-door sales. We pride ourselves on the fact that we retain this old-fashioned, straightforward approach to selling. Especially since we're living in a time that seems to value complicated, technologically-mediated sales techniques. Selling seems to have gone almost exclusively online. But as everyone in this room knows, people will still welcome an honest salesman at their door who genuinely believes that he has something worthwhile to offer them. That's The Jevons Group for you.

But, men, we can't let ourselves fall behind, either. We don't need to fully embrace all the latest technologies, but we at least need to work with some of them. It may sound contradictory, but by incorporating the right emerging technologies into our company, we will help sustain the old-time art of door-to-door selling. Specifically, men, what I'm talking about here is: mobile applications, or “mobile apps”. I believe that the right mobile app could strengthen our business by helping you men while you're out there in the field.

We have to avoid the mistakes that businesses often make when designing a mobile app. Businesses all too often take a tactical approach to designing a mobile app without thinking hard about how the app fits into their overall vision and mission. This means that the app usually solves one problem but then simply creates another because it doesn't accommodate the entire business. For example, one company - a grocery store - “produced an app that generated a QR barcode to give customers money off their purchases, but failed to ensure that stores had the equipment at the tills to read the codes.” (Goodwin, 2012)

We need to avoid similar mistakes at The Jevons Group. But we should also try to create an app that is innovative. I think we have this opportunity because I've yet to find a

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mobile app that sufficiently addresses the needs of door-to-door salesmen.

2. Innovative Mobile Apps

I'm going to talk about four innovative mobile apps I've discovered in my research that have impressed me: Amazon Cloud Player, Google Gesture Search, the Tesco Virtual Store and Trusterra's Scoop.

2.1 Amazon Cloud Player (Ionescu, 2011)

This application for Android and iPhone smartphones is eliminating the need for wires to sync media to mobile devices. All of your music files are stored in “the cloud”, i.e. online. You get five gigs of online storage that can be streamed on demand anywhere using your phone. This is innovative in that it eliminates or at least drastically reduces the need for physical storage devices such as hard drives, flash drives and iPods.

2.2 Google Gesture Search (Ionescu, 2011)

This app is an innovative use of the touch screen user interface on Android smartphones. It allows users to simply touch the screen with their finger and draw their search term. The results are then instantaneously displayed. For example, in your contacts, you can quickly draw the letters “Pat” on the screen to retrieve all contacts with “Pat” in their name, e.g. Patten, Patterson, Patzinski. This is innovative in that it eliminates the need to type your search term into a separate search box using a mobile phone's tiny keyboard.

2.3 Tesco Virtual Store (Goodwin, 2012)

The British grocery retailer Tesco came up with a brilliant mobile app concept for their Virtual Store. Tesco recognized that many of their customers would like to pick up groceries on their way home from work, but they simply don't have the time or energy to go to an actual grocery store. So Tesco created graphics of grocery products with scannable QR codes and placed them along subway station walls. Customers can look at the graphic, decide if they want the product, and scan it into their phone using the QR code. The products will then be delivered to the customer soon after they get home from work.



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2.4 Trusterra's Scoop (Rodham, 2012)

And now we come to the app directly relevant to The Jevons Group. Trusterra's Scoop is all about helping companies increase internal productivity. The app helps employees organize and distribute information by creating issue-specific online workspaces from their smartphone. Scoop allows employees to collaborate more effectively by using voice, images and video to clearly describe and document issues. It has been used successfully by engineers in the automotive industry. The engineers didn't have a systemic way to quickly distribute information to their co-workers, resulting in lost time and money. But when the engineers started using the Scoop mobile workspaces, the information distribution problem was solved. I could see something like this app working for door-to-door salesmen. As you men know, it can sometimes be a problem when one salesman knows something about a location or client that another salesman doesn't. It's not a simple matter of calling the salesman, because you don't know that he could use this information. But with this information centralized in a mobile app, salesmen could quickly see all the relevant, updated information about their co-workers when they're "in the field". This could create invaluable cost and efficiency savings for the team.

3. Conclusion

So, men, I urge you all to start thinking about how mobile apps could help you do your job more effectively and let me hear your feedback. I understand that this is an unusual line of thinking for you. We're all about upholding great traditions at The Jevons Group, namely the tradition of effective door-to-door selling. It might seem paradoxical but, sometimes, in order to uphold a tradition, one has to embrace new tools and technologies. This is the case for The Jevons Group as we progress farther into the 21st century. Let us embrace mobile apps and, in time, reap the rewards for our daring open-mindedness. I look forward to hearing back from you all about these ideas. A survey will be distributed now to gather written comments. Thank you for listening.

CITATIONS

Ionescu, D. (2011). http://www.pcworld.com/article/224652/top_15_cool_mobile_apps_to_watch_in_2011.html

Goodwin, B. (2012). <http://www.computerweekly.com/news/2240160563/Businesses-must-launch-innovative-mobile-apps-ahead-of-the-competition>

Rodham, J. (2012). <http://www.backbonemag.com/Magazine/2012-06/what-makes-a-good-mobile-business-app.aspx>