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The Language of delivery or

*How to successfully deliver what
your customers really want and
still make money.*

Prof. Rob Rolley KTA Wales



KTP Associates Conference 2025



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Introduction



Aims for this session

- Why selling skills are important for all.
- How to listen and speak in a different languages.
- Knowing your customers.
- Gain insights from real world experiences from the contact sport of delivering innovation into the real world.



Exercise – 10 minutes

1. What examples have you experienced of good and bad sales techniques?
2. What was good or bad about them?
3. How did they make you feel about the person or the product?



Harvard Business School Online Business Insights blog

(Matt Gavin, 23 May 2019)

10 Valuable Business Skills for Workplace Success





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What can sales skills do for me?

Generate revenue

Understand 'You' and 'Why'

Powerful questioning

Giving value first

Cope with rejection

Gain confidence

Values, not attention

Expand your comfort zone

Learn to focus on next

Communication and negotiation





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Communication and Language



Communication and Language



What Language ?





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What Language ?

MD Managing Director



What Language ?

**Chief Scientist/ Chief Technical Officer/
R&D Director**



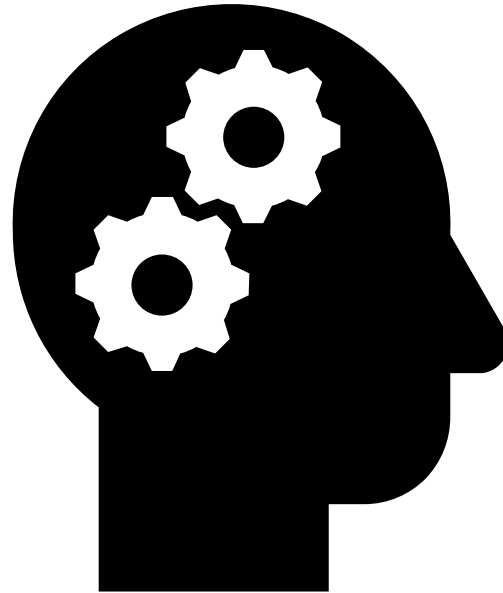
What Language ?

Chief Marketing Officer/ Head of Sales & Marketing



What Language ?

Human Resources Director / Head of People



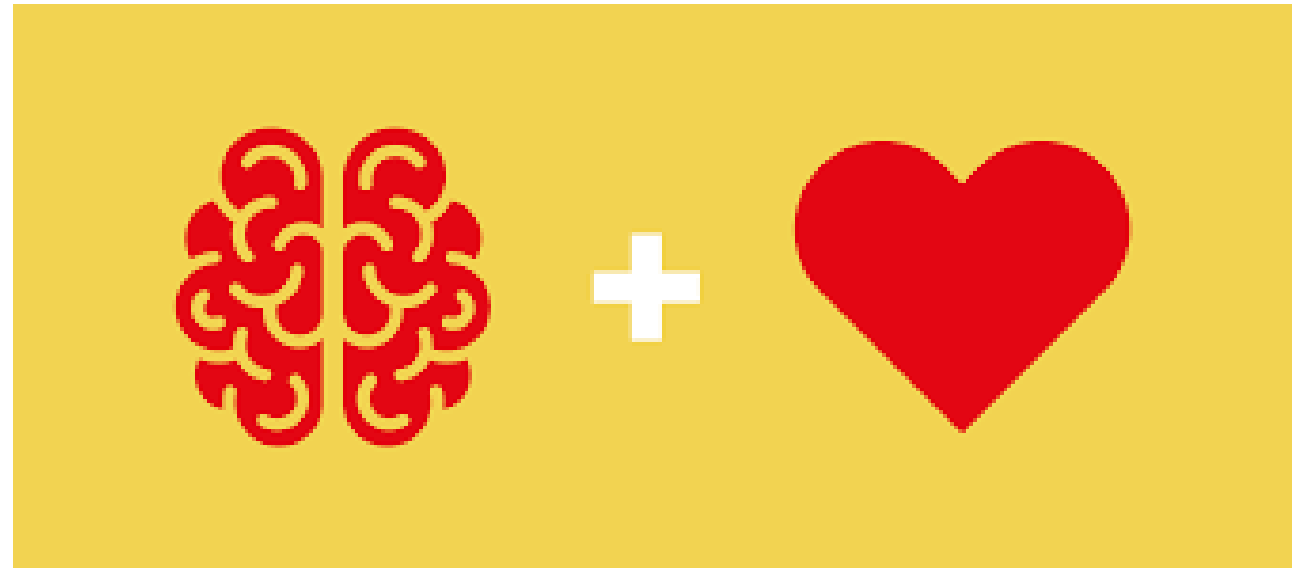
Don't spook the board?



Customer interaction



Sales Skills – What Sales Skills?



The Voice of the Customer



Voice of the customer (VoC) is customer feedback that reflects expectations and real customer experience. It encompasses customer needs, desires, and preferences and enables a company's team to improve a product or service.



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Context

Verbatim	Need	Metric



Many online resources

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1		Voice of the Customer																
2				Plan	Develop	Market	Deliver	Support										
			Importance (1-5)															
3		Customer Requirements																
4	Better	Treat me like you want my business	5	2														
5		Deliver products that meet my needs																
6		Products/services that work right																
7		Be accurate, right the first time																
8		Ease of Use																
9		Fix it right the first time																
10																		
11	Faster	I want it when I want it																
12		Make commitments that meet my needs																
13		Meet your commitments																
14		I want fast, easy access to help																
15		Don't waste my time																
16		Timeliness																
17		if it breaks, fix it fast																
18																		
19	Cheaper	Deliver irresistible value																
20		Help me save money																
21		Help me save time																
22		Reduce cost to own or use																
23																		
24																		
25		Total Weight	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

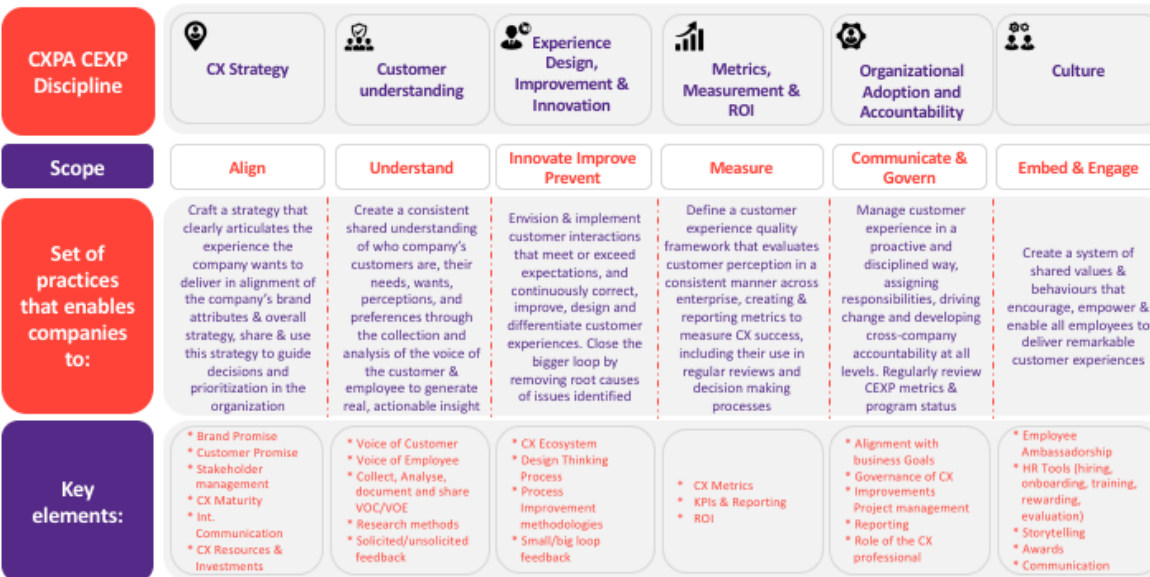
Creative Advantage VOC Process Flow



CXPA

Customer Experience Professionals Association™

6-Disciplines – Customer Experience framework



The Customer Journey – an example from the real world



VoC – A real world example

- VHF Manpack radio
- Lots of “failures” from field use
- Lots of Customer and end user frustration
- But why ?



What we did – The power of the Y - Action

- ✓ Neutral environment, conducive to open discussion
- ✓ Food & drinks
- ✓ Asked about 'what', 'why' and 'how'
- ✓ Explored real requirements
- ✓ Active listening
- ✓ Analysed insights and worked on potential solutions
- ✓ Communicated! Regular updates
- ✓ Devised a win-win solution



VoC – A real world solution



Section Summary



Take the time to understand who your customer(s) are 2:1 Rule



What would “delight” them ?



What steps do you need to take to achieve that ?



What is your value proposition ? Have a Hows' it going? ..ready



What skills do you need to succeed ?





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