



TECHNO

THE BIG IDEAS THAT
ARE CHANGING EVERYTHING

TRENDS

TRENDS FOR EVERY SALESPERSON (PART II)

BY DANIEL BURRUS, CEO OF BURRUS RESEARCH



Last month I covered two trends for every salesperson to know: #1 Your past success will increasingly hold you back, and #2 Technology-driven

change will dramatically accelerate. (Rapid change is your best friend.)

This month I would like to share some additional trends for successful salespeople to keep them abreast of changes in their industry. The more you understand and adapt, the better your sales will be – today and in the future.

#3 TIME IS INCREASING IN VALUE

Increasingly time is becoming more and more important to people. Why? We have an aging demographic in the United States, with 78 million Baby Boomers. And time gets more valuable as you get older because you have less of it. Additionally, the world has become more complex with much more for people to do with their time. Today we have iPods, cell phones, the Internet and a host of other technologies that didn't exist when the Baby Boomers were babies. There's so much more going on and we're connected in so many more ways that everyone is increasingly *continued on page 2*

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TAKE STRATEGIC PLANNING TO A NEW LEVEL

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SALES TRENDS *(continued from page 1)*

strapped for time. With that in mind, the last thing you want to do in sales is seem like you're taking someone's time. Instead, you want to be giving them time. You want your customers to feel that talking to you is actually saving them time. Think about all the time wasters your customers might experience: long wait times for service, long hold times on the phone, long delivery times for products...the list is virtually endless. Such time wasters hurt your sales and profits. Therefore, make sure you have the processes in place that will keep customers from wasting time. When you can prove that you're a time saver, people will choose you over the competition every time.

#4 WE ARE SHIFTING FROM THE INFORMATION AGE TO THE COMMUNICATION AGE

Many salespeople rely on such marketing tools as a company web site, flyers, and sales letters. But all these things are static, meaning they are merely informing people. You hope your sales messages will entice the prospect to call, but it's still a one-way interface. A better way is to have your sales messages create action. One way to do that is to engage prospects with your sales and marketing efforts. For example, you could have a contest that encourages people to go to your site and enter. So instead of just saying that you want people to buy your snack product, for instance, you can tell customers that they can go online and create or vote for the next new flavor. Now you get them involved in your product. The key is to generate communication, engagement, and involvement through your sales and marketing efforts. If you call someone and just talk to them and aren't creating dynamic dialog, then you're really just giving them information. You want to give people consultative advice. You want to listen and speak and create dialog. Only then do you truly capture your prospects' interest and convert them into paying clients.

TO BE CONTINUED...MORE SALES IN YOUR FUTURE

Next month I will cover the final two sales trends taking place – all of which affect salespeople in every industry. Understanding all six of these trends and how to maximize them will help you reap the rewards of a successful sales career.

TECHNOLOGY NEWS HIGHLIGHTS

BILLBOARDS THAT WATCH YOU!

A new system that uses eye-tracking technology may revolutionize billboard advertising, as we know it. The unique design of the eyebox2™ accurately senses when someone is looking at an advertisement or product display by looking for “red-eye” – the same phenomenon that has plagued family photographers for years. But in this case, it allows advertisers to gather detailed statistics on viewing behaviors of potential customers. The plug-and-play system easily connects to any USB2 port, requires no calibration, and automatically detects viewers up to 30 feet (10 meters) away. The proprietary software package analyzes how many people look at an ad and for how long. The data can then be retrieved on the Web through their eye analytics data services subscription.

For information: Xuuk, Inc., BioSciences Complex, Suite 1625, Queen's University Campus, Kingston, Ontario, Canada K7L 3N6, phone: 866-505-9885; Web site: www.xuuk.com

A NEW SPIN ON WINDMILLS

In the farmlands of Japan, an innovative new wind generator was recently installed that uses cylindrical arms, rather than propeller-like blades, to catch the wind. Dubbed the “Spiral Magnus,” the new style windmill exploits a phenomenon called the Magnus effect to harness the power of the wind and convert it into electricity. Each of the five cylindrical arms has a spiral-shaped fin running its entire length, amplifying the lift generated and creating a rotational force, which in turn rotates the turbine. In comparison to traditional blades, the cylinders are more stable, less noisy, and stronger. They can also produce as much power as traditional turbines, while rotating at only one-quarter the speed, which make strikes of flying birds less likely. The system is relatively small with an overall diameter of 11.5 meters (about 38 feet) and can produce an estimated 30,000 kilowatt-hours of power annually at a stable wind speed of 6 meters per second (approximately 13 miles per hour) – enough to supply the energy needs of nine homes for a year.

For information: Mecaro Co., Ltd., 2-6-1 Nishi-Shinjuku, Shinjuku-ku, 163-0242 Tokyo, Japan: phone: +81-3-5324-2460; fax: +81-3-5324-2461; Web site: www.mecaro.co.jp/

ROLLABLE DISPLAY

The world's first commercially available mobile device to feature flexible display technology is due to be released this year. Called RADIUS®, it's smaller than a typical mobile phone, yet incorporates a 5-inch QVGA display, opening up a host of new possibilities for the mobile computing environment. The high contrast, high reflectivity of the display boasts paper-like readability, even in bright sunlight. Because it consumes very little power, battery life is estimated to be up to ten days on a single charge. And with a bending radius of only .75 cm, screen size can easily exceed the size of the device to support a wide variety of graphic and text-intensive files such as e-books and RSS feeds. RADIUS connects via USB or broadband. It's currently available only in monochrome, generating 16 shades of grey. However, a color version is expected to follow.

For information: Polymer Vision, High Tech Campus 48, 5656 AE Eindhoven, The Netherlands; phone: +31-40-27-74200; fax: +31-40-27-46665; Web site: www.polymervision.com

TRUE-TO-LIFE DRIVING SIMULATOR

Toyota recently unveiled a new simulator that provides the most realistic virtual driving experience to date. Their goal is to gather information on how people drive and use that data to develop accident prevention technologies for the future. The simulator consists of a 7.1-foot diameter dome with a 360-degree video screen on which computer-generated graphics are projected. The driver sits in an actual vehicle mounted on a platform inside, and the entire assembly moves along a set of rails 35 meters long and 20 meters wide to give drivers a true sense of speed, acceleration, turning and braking. The automaker is using the system to analyze patterns of careless drivers – such as those who fall asleep at the wheel or drive under the influence – and design backup systems that would warn drivers of potentially hazardous situations or automatically activate certain safety devices when needed.

For information: Toyota Motor Corporation, 1 Toyota-Cho, Toyota City, Aichi Prefecture 471-8571, Japan; phone: +81-565-28-2121; Web site: www.toyota.co.jp/en/

P2P CELL PHONES

In an effort to save consumers money and expand cell phone service, one Swedish company is looking at the possibility of networking mobile devices using a peer-to-peer (P2P) technology known as mesh networking. Instead of requiring calls to be routed through a cell tower, the new system permits any wireless handset to act as a node. Calls are routed from phone to phone until they reach their intended recipient, enabling free local calls, long distance calls and text messaging. In addition, with a properly equipped wireless Internet access point, free calls could be made anywhere in the world. Because it requires no base stations, antennas or infrastructure, the cost of deployment is minimal. And since mesh networks are "self-defining" as well as "self-healing," reliability is greatly improved.

For information: TerraNet AB, IDEON Science Park, 223 70 Lund, Sweden; phone: +46-46-286-3490; Web site: www.terranet.se/

FASTER PROGRAMMING FOR ROBOTS

As we look to robots to perform more and more functions, the task of programming them becomes more and more complex. But researchers in Japan have found a way to simplify the process. By breaking down complicated movements into simpler, more specific segments – such as hopping, squatting, or raising a leg – they were able to create a library of about 60 basic software algorithms that can be strung together to generate a variety of motions. The next step will be to develop blocks of code that make the transitions from one movement to the next more fluid. Eventually, this may lead to a standardized set of software that will enable robots of all shapes and sizes to be programmed quickly and easily.

For information: Kwansai Gakuin University, 1-1-155, Uegahara, Nishinomiya Hyogo, Japan; Web site: www.kwansei.ac.jp/english

MUSCLE MACHINES

Harvard engineers have harnessed the power of muscle tissue to fabricate miniature machines, a technology that could someday be used to build "living" machine components. The tiny mechanisms, called molecular thin films, were grown

from rat heart cells on an elastic film substrate. The trick was getting them to function in a predictable way by aligning them properly. This was done by “drawing” lines of sticky proteins, which acted as templates for the cells to grow on. By carefully controlling the growth patterns, the researchers were able to create artificial muscles that perform a variety of specific functions, including gripping (like a pair of tweezers), swimming, and walking. In addition to building muscles for robots, the technology could be used to make “patches” for repairing damaged heart tissue.

For information: Kevin Kit Parker, Harvard University, School of Engineering and Applied Sciences, Pierce Hall, Room 322A, 29 Oxford Street, Cambridge, MA 02138; phone: 617-495-2850; fax: 617-495-9837; email: kkparker@seas.harvard.edu Web site: www.seas.harvard.edu

“GREEN” JET FUEL

A process that harvests algae from industrial and agricultural settling ponds and converts it into biofuel is one of the sources that Boeing is considering in its development of an environmentally friendly jet engine. In addition to better performance at extreme temperatures, pressures, and weather conditions, the algae-based fuel has other advantages over its alternative fuel, crop-based counterparts because it occurs naturally, cleans up the water as it grows, and is easy to harvest.

For information: Aquaflow Bionomic Corporation Limited, P. O. Box 3232, Richmond, Nelson 7050, New Zealand; phone: +64-3-543-8227; Web site: www.aquaflowgroup.com

PRINTED TRANSISTORS

A revolutionary method for fabricating integrated circuits using graphic printing technology promises to substantially reduce the cost of producing low power chips. Instead of color inks on paper, a mixture of silicon electronics and thin film transistors (known as “silicon ink”) is sprayed onto stainless steel foil to produce flexible semiconductor devices at a fraction of the cost of traditional methods, even in low volume applications. Initial capital equipment startup costs are also greatly reduced. The technology will make item-level radio frequency identification (RFID) tags more affordable by slashing manufacturing costs from 15 cents to 5 cents per tag by the end of the year. The process also allows intelligence (such as displays, sensors, etc.) to be added to standard chips cost effectively.

For information: Kovio, Inc., 1145 Sonora Ct., Sunnyvale, CA 94086; phone: 408-523-1100; fax: 408-523-1101; Web site: www.kovio.com

BREATHALYZER FOR CANCER

Diagnosing lung cancer typically requires expensive CT scans or potentially dangerous tissue biopsies. But a new test is being developed that can detect the presence of abnormal cells by analyzing a patient's breath. Researchers at Cleveland Clinic recently discovered that the volatile organic compounds produced by cancer cells might be detected using an array of 36 chemically sensitive dyes on a sheet of paper. When exposed to the breath from a lung cancer patient, they form color patterns, which can be scanned and analyzed by computer. In initial test on 143 patients, a distinctive color signature was detected in three out of four lung cancer patients.

For information: Peter Mazzone, M.D., Cleveland Clinic, Department of Pulmonary, Allergy & Critical Care Medicine, 9500 Euclid Avenue, Cleveland, OH 44195; phone: 216-445-4812; Web site: www.clevelandclinic.org

EASY-TO-MOLD CARBON FIBER

Automakers are continually looking for strong, lightweight materials that will allow them to reduce overall vehicle weight and boost fuel efficiency. Now a new cost-effective carbon fiber has been developed that can be molded easily and will deliver the strength needed for this application. The company also plans to market the product for use in wind generator blades.

For information: Mitsubishi Rayon Co., Ltd., 6-41, Konan 1-chome, Minato-ku, Tokyo 108-8506, Japan; phone: +81-3-5495-3100; fax: +81-3-5495-3184; Web site: www.mrc.co.jp/english/

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