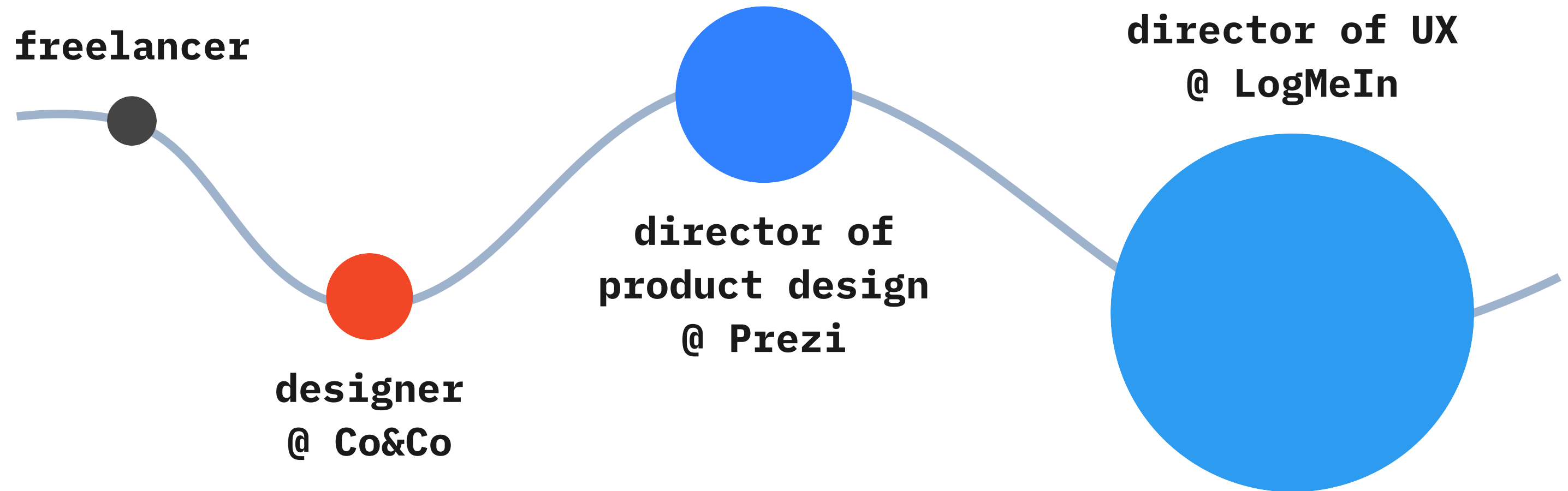


ELLENSÉGKÉPEK



HOFFER GÁBOR - @hoffergabor

**Vannak olyan emberek
akiket nem kedvelsz
a munkahelyeden?**



MÉRNÖKÖK

SALES

FELSŐVEZETŐK

MARKETING

UX / DESIGN

**A közös ellenség
egységbe kovácsol.**



- **egyszerű**
- **ideiglenes**
- **könnyen fenntartható**
- **érzelem alapú**

???



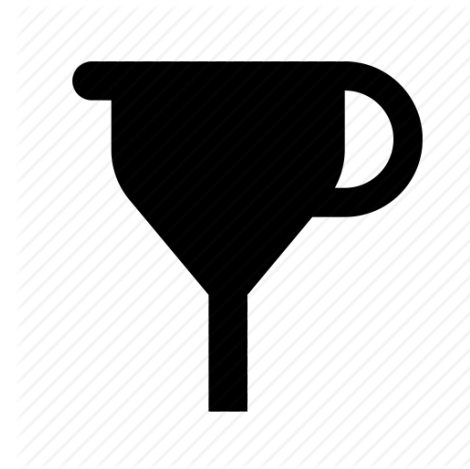
DÜH

HOGY MŰKÖDIK?

B2B



B2C



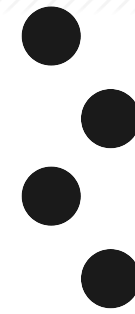
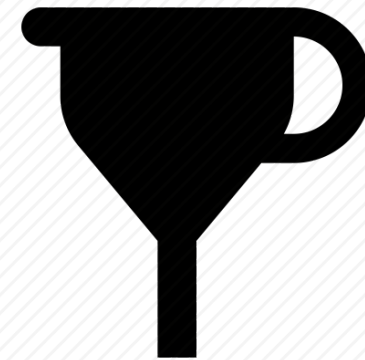
B2B



SELL



B2C



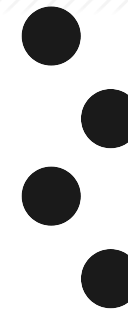
CONVERT

B2B



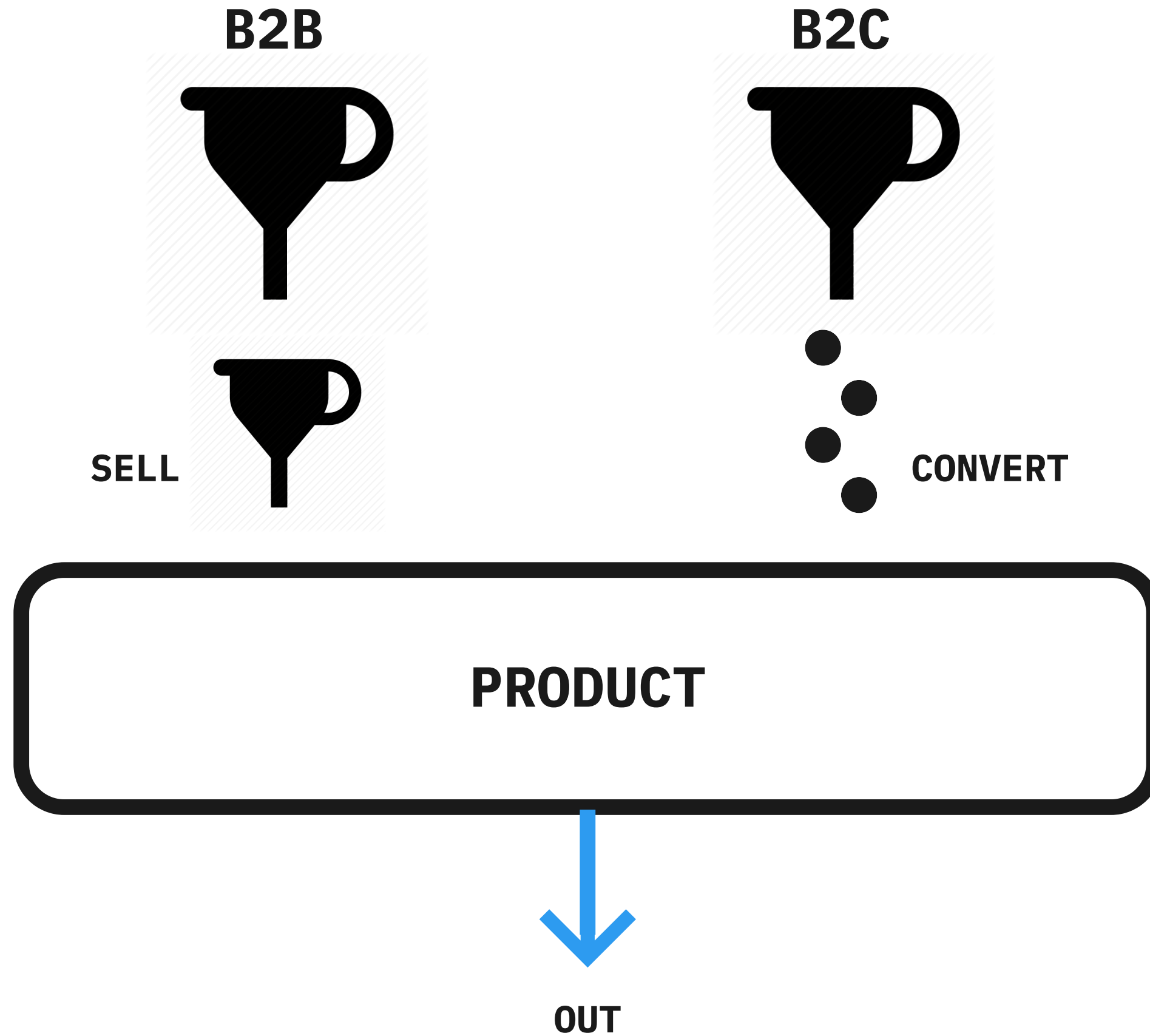
SELL

B2C



CONVERT

PRODUCT



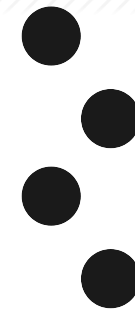
B2B



SELL

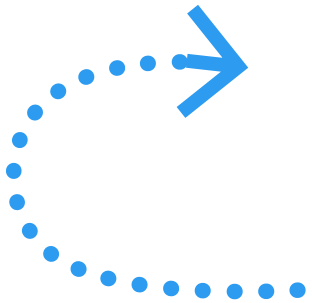


B2C



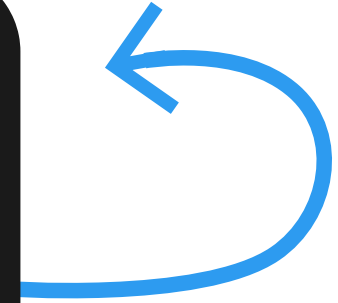
CONVERT

UPSELL



PRODUCT

UPGRADE



LOST

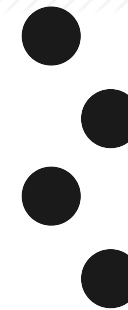


B2B



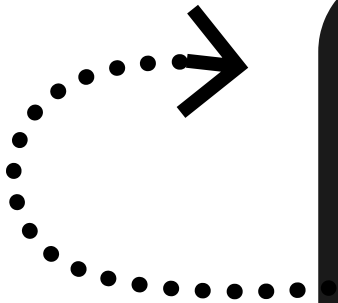
SELL

B2C



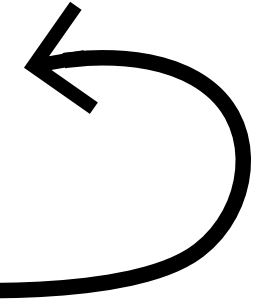
CONVERT

UPSELL

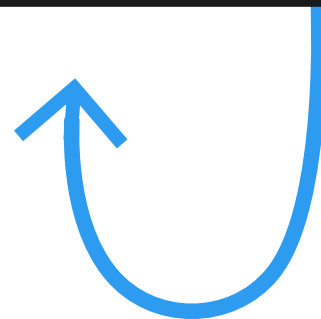


PRODUCT

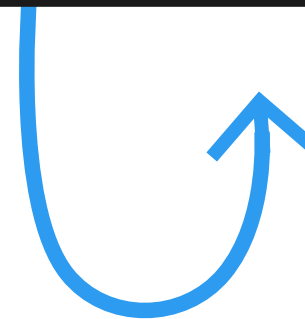
UPGRADE



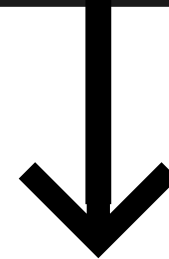
RENEW



RETAIN



LOST

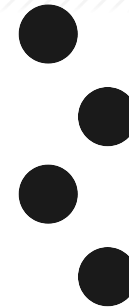


B2B



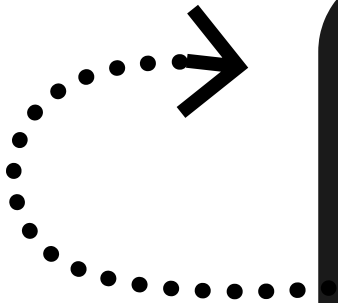
SELL

B2C



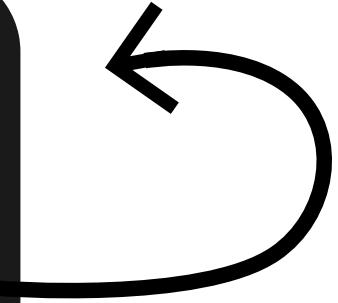
CONVERT

UPSELL

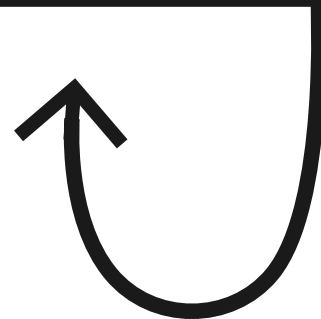


PRODUCT

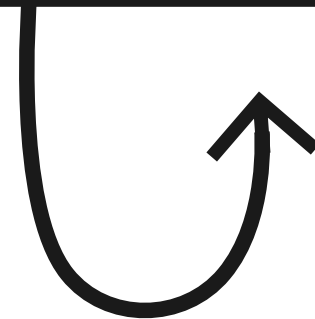
UPGRADE



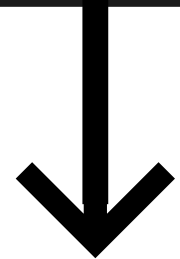
RENEW



RETAIN



LOST



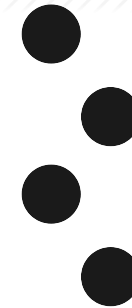
KINEK A TERÜLETE

B2B



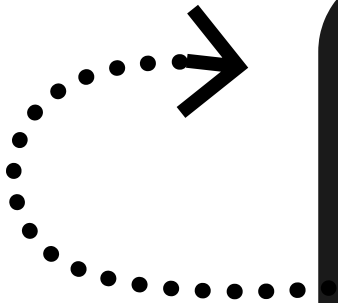
SELL

B2C



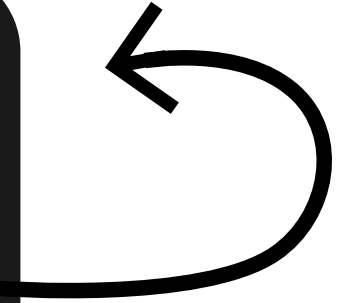
CONVERT

UPSELL

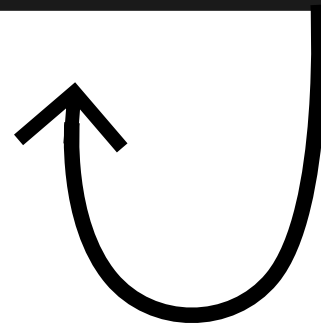


PRODUCT

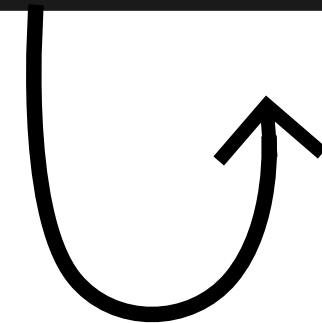
UPGRADE



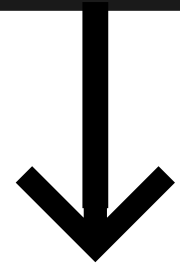
RENEW



RETAIN



LOST



MARKETING

B2B

B2C



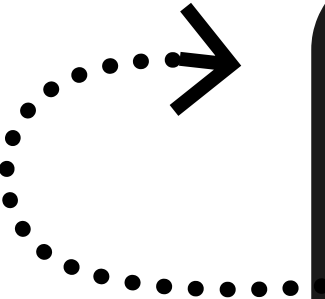
SELL



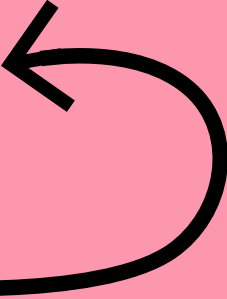
CONVERT

PRODUCT

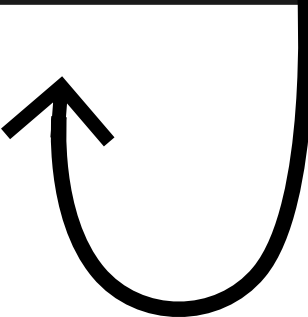
UPSELL



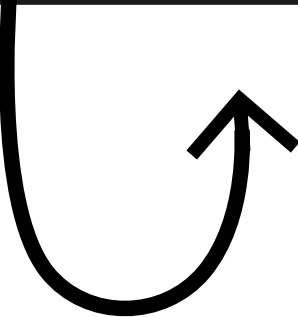
UPGRADE



RENEW

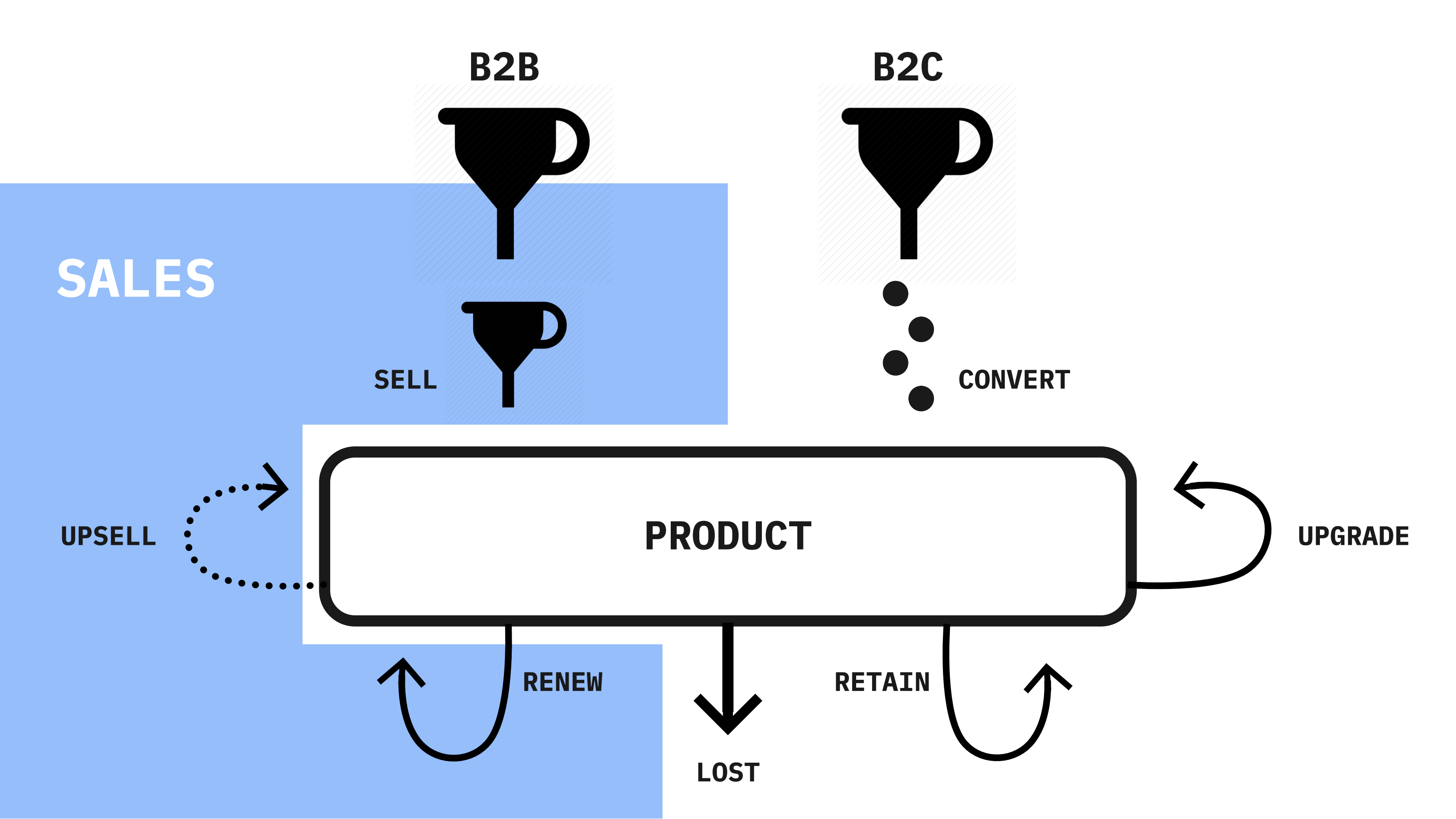


RETAIN



LOST





B2B



SELL



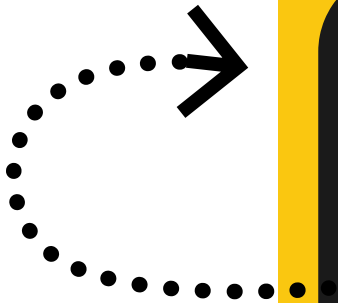
B2C



CONVERT

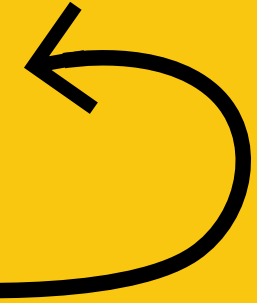
PRODUCT

UPSELL

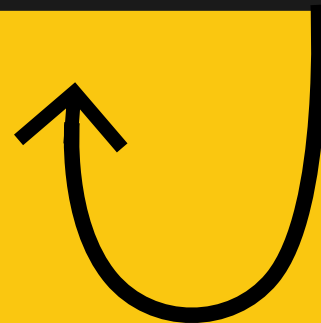


PRODUCT

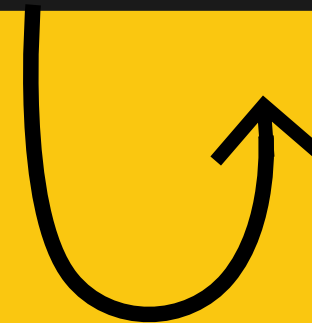
UPGRADE



RENEW



RETAIN



LOST





HOL A PÉNZ



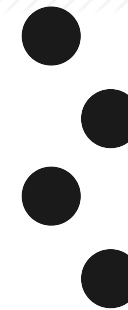
B2B



SELL



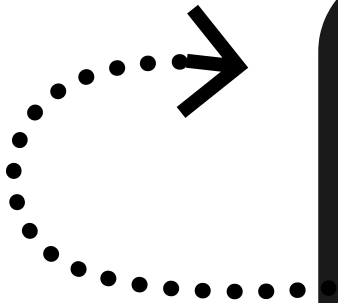
B2C



CONVERT

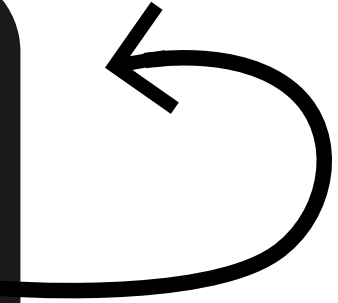


UPSELL

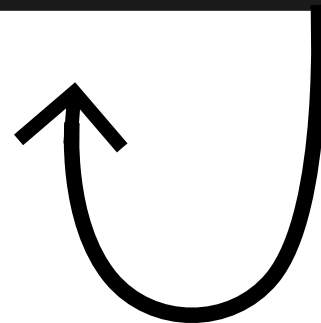


PRODUCT

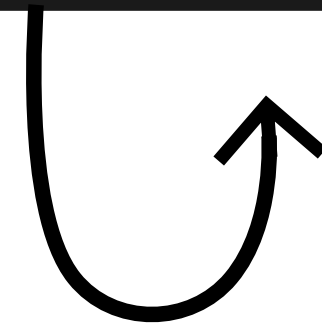
UPGRADE



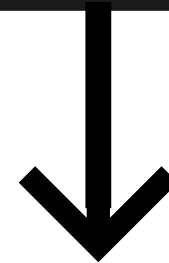
RENEW



RETAIN



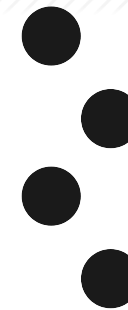
LOST



B2B



B2C

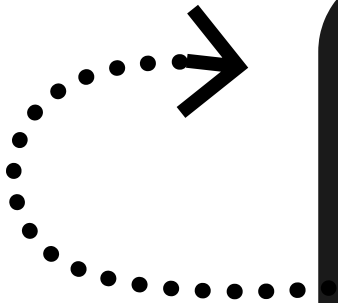


SELL



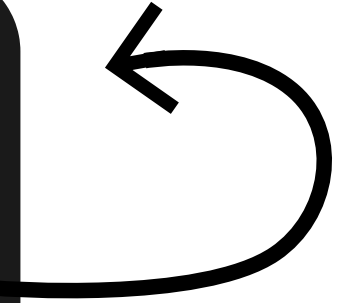
CONVERT

UPSELL

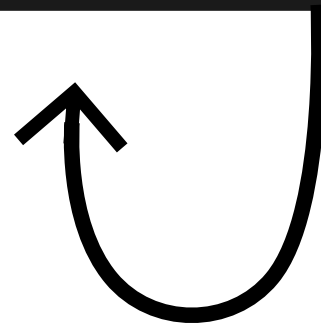


PRODUCT

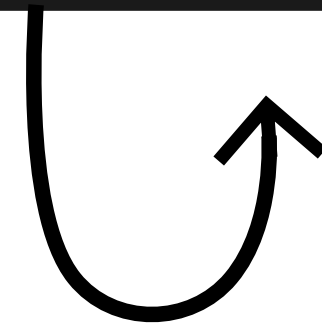
UPGRADE



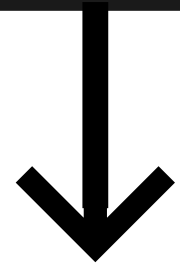
RENEW



RETAIN



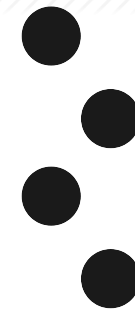
LOST



B2B



B2C

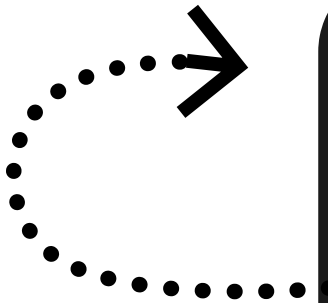


SELL



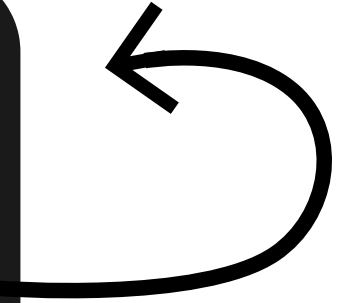
CONVERT

UPSELL

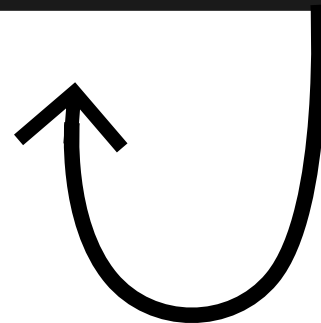


PRODUCT

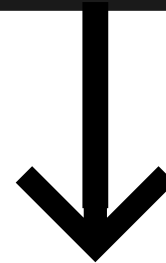
UPGRADE



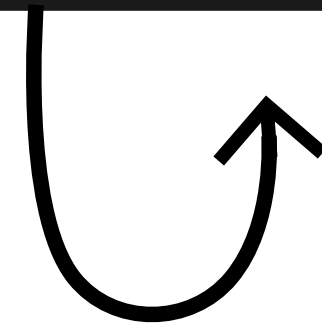
RENEW



LOST



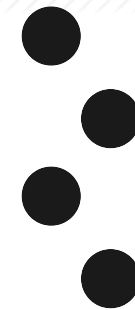
RETAIN



B2B



B2C

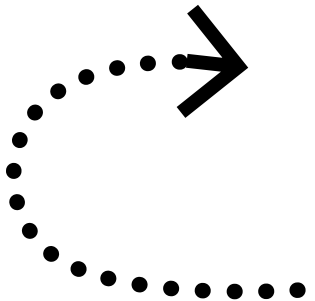


SELL



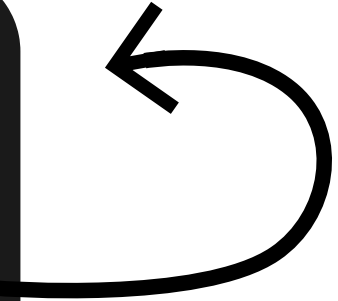
CONVERT

UPSELL

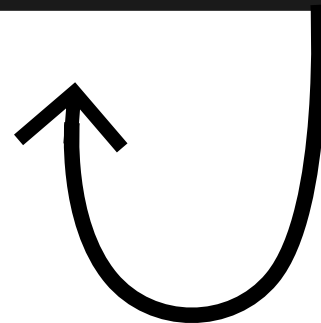


PRODUCT

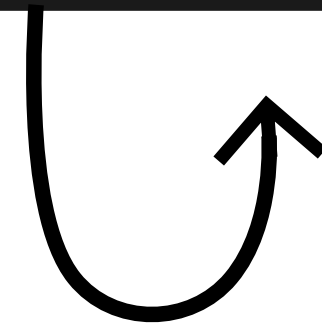
UPGRADE



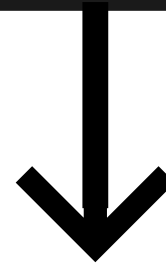
RENEW



RETAIN



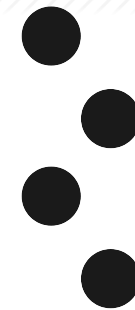
LOST



B2B



B2C

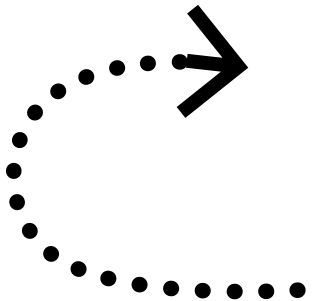


SELL



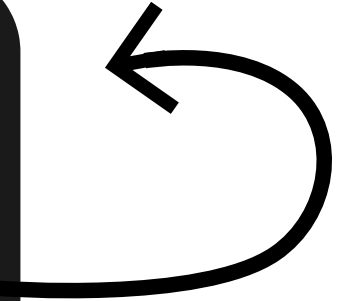
CONVERT

UPSELL

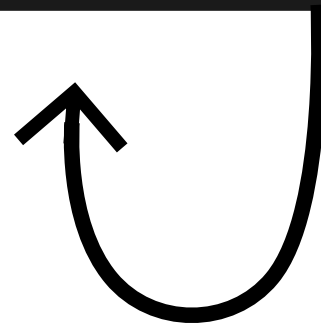


PRODUCT

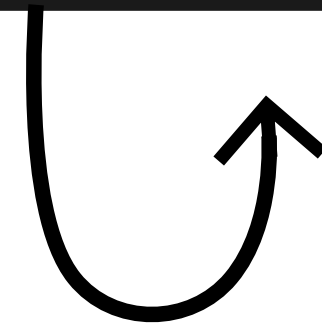
UPGRADE



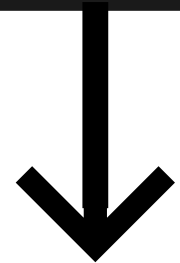
RENEW



RETAIN



LOST



KIVEL HOGY DOLGOZZUNK

MARKETING

- **A "gazdag nagybácsi"**
- **segít megérteni a felhasználókat**
- **ismeri a piacot, konkurenciát**
- **fontos neki hogy találkozzon az érték és az igény**

SALES ÉS C. SUCCESS

- **A "seftes"**
- **segít megérteni a vásárlókat**
- **mindenre van kerülőmegoldása**
- **fontos neki hogy a vásárló felhasználóinak jó legyen**

PRODUCT

- **Az "összekötő"**
- **segít megérteni az üzletet**
- **mindenkinek meg akar felelni**
- **fontos neki hogy egyensúly legyen a termékben**

SUPPORT

- **A "tűzoltó"**
- **segít megérteni a felhasználókat**
- **mindenre van válasza**
- **fontos neki hogy tudja mi történik a termékben**

TANULSÁG

**Ismerjétek meg egymást,
keressetek közös célokat,
dolgozzatok együtt.**

**A sztereotípiáknak van
alapjuk, az igazság viszont
sokkal árnyaltabb.**

KÖSZÖNÖM