



# Using Jobs to Be Done in Sales Enablement

Professor: Kyle Jepson

# THE IMPORTANCE OF JOBS TO BE DONE

# JOBS THEORY

A way of digging into why people buy products.

# RETHINKING YOUR COMPETITION



If you have a deep understanding of the job people hire your product to do, it will completely transform the competitive landscape.

*“Just as the milkshake wins the game of commuting hands down against bananas and bagels, V8 wins hands down against peeling carrots, boiling spinach, and flossing celery strings out of your teeth. [...]*

**Clay Christensen**

*“Competing against apple juice is tough. Competing against celery is like going downhill on ball bearings.”*

Clay Christensen

FOCUS ON THE PEOPLE WHO  
**NEED YOUR HELP**

INSTEAD OF FIGHTING OVER  
PROSPECTS WHO JUST  
**AREN'T THAT INTO YOU**





Partner with other  
solutions to provide more  
comprehensive coverage.

PARTNER WITH OTHER  
SOLUTIONS TO PROVIDE  
MORE **COMPREHENSIVE**  
**COVERAGE** FOR THAT JOB.

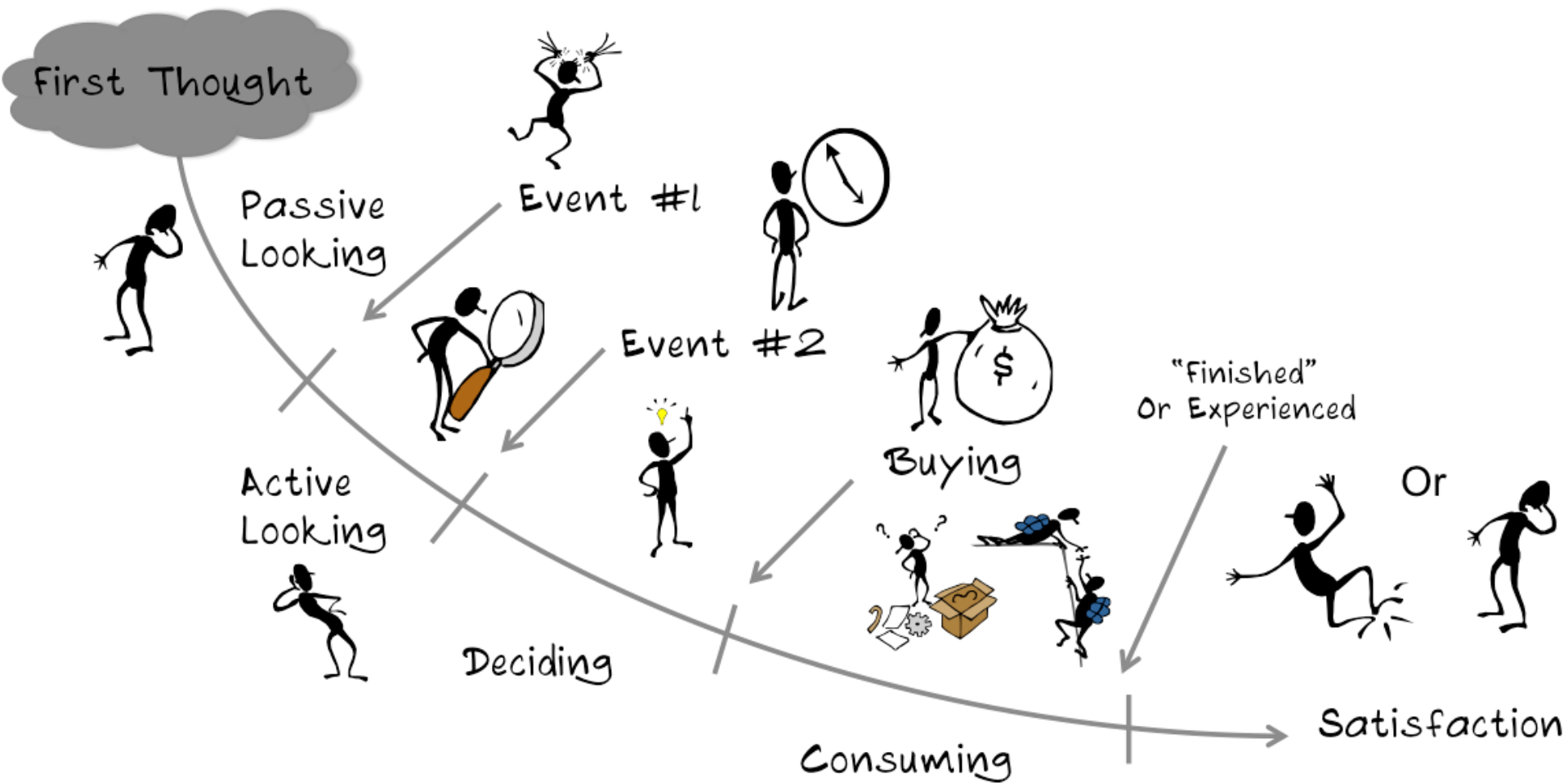




HALE  
CENTER  
THEATER  
OREM



# UNCOVERING YOUR CUSTOMERS' JOBS



WORK **BACKWARDS** FROM THE  
TIME THE PERSON BOUGHT  
YOUR PRODUCT.



Ask them...

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- Were they making do with something else (or nothing at all)?
- When did they realize they didn't have to make do anymore?

**WHY** ARE PEOPLE GOING  
THROUGH THIS STORY?

WHAT **JOB** ARE THEY  
TRYING TO GET DONE?



# What does a job look like?

As a (who),

When I am (situation),

I want to (motivation),

So that I can (outcome).

# What does a job look like?

As a morning commuter,

When I am (situation),

I want to (motivation),

So that I can (outcome).

# What does a job look like?

As a morning commuter,

When I am driving to work,

I want to (motivation),

So that I can (outcome).

# What does a job look like?

As a morning commuter,

When I am driving to work,

I want to eat a snack,

So that I can (outcome).

# What does a job look like?

As a morning commuter,

When I am driving to work,

I want to eat a snack,

So that I can keep myself occupied during my commute and get through the first few hours of work without having to stop for breakfast.

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- **Social appearance:** How will others view me while I use this product or service?

ONCE YOU GET AN INTIMATE  
UNDERSTANDING OF **THE JOB** PEOPLE  
ARE HIRING YOUR PRODUCT TO DO,

YOU'LL BE ABLE TO **SEARCH** FOR  
OTHER PEOPLE WHO HAVE THAT  
JOB TO BE DONE.

UNDERSTANDING THE JOB AT  
THAT LEVEL CAN COMPLETELY  
TRANSFORM **EVERY ASPECT** OF  
YOUR BUSINESS.

# THANK YOU.

