



Selling Power Interviews Dr. Canton

What's Next for Sales?

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Future Guru Dr. James Canton of the Institute for Global Futures sees a number of new markets, products and trends that will start becoming important to the economy and sales over the next decade.

Beyond the huge health-care industry, there will be a "health enhancement" market that Canton predicts will reach more than \$500 billion in 2015. "This reflects the convergence of population trends, technology innovations, post-genomics and personalized medicine," Canton says.

The PC revolution, fun, and important practical applications will converge to create increasing demand for what Canton calls "serious games." Developers and other specialists in the traditional videogame industry will forge new and broader links with both public and private sectors. There will be a demand for better and more realistic serious games from homeland security officials, from the U.S. military, from schools and other state and local agencies.

What comes after Google? The world's best Internet search engine has become critical to both companies and consumers. "Google has proven that there is a business model for search, but search is not immune from competition," Canton emphasizes. He wonders if Microsoft's approach of embedding search in the next generation of operating systems will be a better competitor. "Search in a real-time, multi-streamed, wireless media future will be the killer app," Canton says. "Too bad technology is so primitive. An artificial intelligence search engine, anyone?"

Canton also thinks that mobile, autonomous robots will play an important role in the near future. "Depopulation and aging societies, like Japan, are investing heavily in the robot-future," he notes. "Population shifts and worker shortages, for example, fewer nurses for more aging boomers who will need them by 2015, means a large market for robots." A RoboNexus conference was held last October in Santa Clara, CA, to look at the possibilities.