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IDEA 1: CENTRAL THEME

- Sales is what keeps a company running. It's like water supply is to your house.
- One can survive without electricity connection to a home, but one cannot survive without Water. Focus on Sales if the company is to survive and thrive.

IDEA 2: SALESMAN JOE GIRARD – ANECDOTE

- In Sales one cannot appear desperate or beg the customer to make the sale, like the world-renowned Salesman Joe Girard resorted to in his initial days.
- Instead over time Joe made it to big leagues by making it about the Value to the customer.

IDEA 3: SELL THE VISION, A BETTER VERSION OF ONESELF

- Don't sell the object of sales - sell the story behind it, sell the vision, sell the feeling of owning it.
- People don't buy products - they buy a better version of themselves.

IDEA 4: AT THE END OF THE DAY, ITS HUMANS WHO BUY

- Remember that you are selling to a human being(s). Don't overload them with Data and Figures.
- Instead focus on making a Human - Human Emotional Connection, like the iPod billboard advertisements of showing just silhouettes – which allowed people to imagine themselves with an iPod.

IDEA 5: TO SELL IS TO LISTEN

- Salesperson is a Storyteller - but a salesperson also has to Listen more than Talk.





- Listen to your customers situation, especially what they are *not* saying, what's the bigger picture with customer. If you listen well – you can help them solve larger problems and become an adviser.

IDEA 6: MAKE IT EASY TO SAY YES

- Sales job is to close the deal, don't make it easy for customer to say No or Delay or Postpone.
- Instead give them options and choices, menu to pick from. Ask like a clever parent, if the child would like to have two or four broccoli and make it easy for them to say Yes by giving them choices.

IDEA 7: PERCEIVED LOSS IS A BIG MOTIVATOR

- People always perceive the “Cost of Inaction” higher than gaining something– if they don't act on offer, show them what are they losing out on. They must realize the cost of inaction.
- Companies always have budget – if you find a way to show how their life is going to be better and then demonstrate to them the cost of inaction.

IDEA 8: SERVE YOUR CUSTOMERS

- After you made the sales – you need to make sure that you service them in the best possible way.
- Because customers will tell other future customers. Referrals are a huge part of your success– it's the cheapest sale. Just like Jeff Bezos's mantra– obsess about customers and customer service

IDEA 9: DON'T LET CUSTOMERS LOSE THEIR TRUST

- As a leader - it's your job to anticipate why a customer is unhappy. Mistakes happen but own them and fix them in good faith.
- If the customer calls you about a problem – fix it. It's a matter of trust - don't let your customers down ever.

IDEA 10: CAN SALES BE SPIRITUAL

- It's not the act of Corporate Business or Religious Activity that makes it Material vs Spiritual.
- It's the Intention behind the deed that can make an act Spiritual or Materialistic.

IDEA 11: TREAT CUSTOMER WITH RESPECT

- To serve the customers who have reposed their trust in you and your product is a spiritual act.
- Serve them by delighting them with your product and your service.

IDEA 12: START SMALL

- Start by selling in a niche area, sell to a given market and then grow it over time. Like Amazon started by selling just books and then expanding from that market segment.
- Start by asking what pain I am solving, what value I am adding. Attempt to move from Red Ocean, bloody with competition to Blue Ocean, uncontested space.





IDEA 13: DOES YOUR PRODUCT HAVE A SOUL

- Think Apple vs Microsoft, Apple has a back story and a soul. Apple appeals to one's heart.
- Apple is different because they start with WHY. It's about a human connection vs pushing data and spreadsheets.

IDEA 14: START WITH WHY

- Why should you use this product, why did one quit one's job to start this company, why are you selling?
- WHY WHY WHY - make sure you have an emotional story that people can connect to.

IDEA 15: CONNECT WITH EMOTIONS

- People win American Idol or other contests not only based on their performance; they win because the voting public connect with their emotional backstory.
- When customers ask for something – make sure you delight them. The rest will take care of itself.

Notes compiled by a lovely student in Om Swami's "Walk the Dragon" Leadership Program.

P.S. The student wishes to remain anonymous.

