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THE ART OF THE SELL

RULE 1

KILL

YOUR DARLINGS

RULE 2

SELL

YOUR SHIT

COMMUNICATION

TRUST
CONFIDENCE
UNDERSTANDING
COMMUNICATION

COMMUNICATION

CONTEXT

ME —> TEAM / CO-WORKERS

ME —> DEPARTMENTS / BOSSES

ME —> CLIENTS / CUSTOMERS

12

CHECK-YOURSELF CHECKPOINTS

01

COMMUNICATION DESIGN

02

**BE SPECIFIC
IMMEDIATELY**

03

WORD CHOICES

04

**SPEAK WITH
CONFIDENCE**

05

**DON'T BE
A JERK**

06

**DON'T BE
"JUDGEY"**

07

ACCEPT

RESPONSIBILITY

08

SILENCE

WILL HURT YOU

09

FOLLOW

UP

10

MEET THEM

WHERE THEY'RE AT

11

LOVE

WHAT YOU DO

12

BE

YOU

TRUST
CONFIDENCE
UNDERSTANDING
COMMUNICATION



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THANK YOU