DISCLAIMER: Remember, it’s all just data. Read everything but use your common sense when deciding what information and ideas you apply to your business.

**Selling Your Product/Service**

1. **WIN FRIENDS AND INFLUENCE PEOPLE**

*Advice, Not Money*  
Ask for money and you will get advice, ask for advice and you will get money.  
  
*Core Desire*  
To influence other’s you must connect with their core desire. Not their minimal desires.  
  
*Take Interest*  
Be the first in a conversation to start asking questions. Be a problem solver and a promoter. Research them ahead of time.   
  
*Two for One*  
Do two free things for someone before you ever ask them to do one thing for you.

1. **PICKING YOUR EARLY ADOPTERS**

*Problem Match*

Do they have a problem that you can currently solve? How long would it take to adapt your product/service to their needs?

*Acknowledgement of Problem*

Do they understand they have a problem?

*Searching for Solution*

Are they actively searching for a solution?

*Hacked Solution*

Is the problem painful enough that they have hacked together a solution?

*Budget Available*

Do the have the funds to quickly purchase your solution?

*Acquisition Costs*

How difficult is it to acquire them as customers?

1. **PRE-SELLING**

*Pre-Business Development*  
Pre-selling should truly be called business development because you are creating a partnership with a future buyer and working with them to accomplish both your needs. Involve your audience in coming up with the idea for your product.

*When You Shouldn’t Pre-Sell*  
If you don’t think you can follow through with the commitment. If you aren’t sure whether you can hit your deadline. If you have very impatient customers. If you are 100% someone will buy.

*Trust*  
It requires a lot of trust for companies to pre-purchase a product that cannot be delivered. This trust can either be achieved through 1. Pre-existing relationship, 2. Social Proof, 3. Back and forth communication centered around the core problem, 4. Money Back Guarantee.

*Delays and Bugs*  
The first few months of a product after the intended release are going to be filled with bugs and delays. Make sure that the customers have accurate expectations of what you are delivering.

*Be Realistic*  
It’s incredibly vital but also incredibly tough to pre-sale. 90% of people will decide they can wait for the finished product. Keep your expectations reasonable. Realize it doesn’t need to be scalable.

*Limit # Presales*  
Limit the number of pre-sales so that there is scarcity but so you don’t overcommit. Overcommitting can cause troubles because your pre-sales should be a temporary validation and cash flow tool and should not be scalable.

*Niche*  
Only pre-sale to one market. If you pre-sale to many different markets you won’t be able to catch up with all the different feature requests you get.

*Pre-Sale Script*  
“I think we can both agree that our product is going to be the perfect solution for your problem. As of right now, we’re about <projected timeline> away from completion, and that final product will be about <projected price>. But that’s why I wanted to reach out to you. If you’d be willing to make a <price> deposit today, I can give you …, and we’ll be able to speed the development up by <shortened timeline>. Furthermore, we’ll be communicating directly with anyone who preorders, so your feedback will help shape the final product. The catch is… In case anything goes wrong, your deposit is 100% refundable. No risk, high reward. What do you say?”

1. **YOU ARE THE PRIZE**

*Don’t Lower Status*

Your customers cannot do what you do so you should never feel that you are of lower status. People only give their attention to people who appear to have higher social status.

*Nice not Needy*

Be nice not needy. Tell people you really enjoy talking to them but don’t say things that infer that their time is more valuable than your time. Refrain from saying thank you, I really appreciate, or I apologize (unless you’ve done something terribly wrong).

*Make them Earn the Purchase*

Don’t make it clear that they can buy from you. Example: “We are really busy with customers so you have time to decide but…will you tell me about your business and let’s figure out if there is overlap”

*Be Bold*

The higher the stakes, the more you must be willing to walk away.

*Close Down Threats*

When you see a threat, close the distance and shut it down…Example: if customer expresses pricing as a concern… excuse yourself politely…”I understand you have a business to run so maybe this isn’t the right fit now, please keep in touch”.

1. **SELLING STORY**

*Narrative*  
 “The world is changing, it used to be…, now a days …. It is going to affect every business. People who don’t adapt to this kind of change will lose their jobs and companies, look at… We have a solution… By implementing this you can ... Companies that adapt to change are going to be able to outperform us all…let’s not let them do that.  
 *Follow Up*  
After you give your narrative for 20 min, ask them to pitch you. They will be unprepared, stumble, and lose ground, creating an imbalance in their social status.   
  
*Respond With*   
“What is clear here is we are… I need to understand where you guys are… If you want this other solution, just tell me and we will help you connect to them…if you want the best, let us know and we will get you our solution.”

1. **DEMO RULES**

*Three Magic Questions*What are you looking for? What is the most important thing you are looking for? Why? Ask them to prioritize issues. What does solved look like? Draw pictures to clarify.  *When Not to Give a Demo*  
Before you qualify. If a presentation will do. If you can’t afford to because your product cost is too low. *It’s Not About You or Your Product*   
Your customers could care less about you, your product, your company, etc. All they care about is, can you help them run their business. Don’t lead with what you do, lead to what you do. *Don’t Demo Spaghetti*  
Your objective is not to highlight every feature your product. It’s to align the features with the specific problem(s) your buyer is struggling with. If what you’re showing isn’t connected to a real business problem, don’t show it. They are not a wall for your demo spaghetti. I.E. don’t through all kinds of shit against them, hoping something sticks. *How Questions*  
How questions are questions that get to how a buyer does something. How questions allow the sales person to find the real opportunities for the sale. If you want to understand where the opportunities are for your product or service, start asking questions that break down their approaches or processes. How do they do what they do today. Where are the inefficiencies? Where do they struggle? What frustrates them? What processes create road blocks? Would you mind sharing how you . . .? *No “Ifs”*  
There is NO room for “If’s” in your Demo’s. What do we mean by doing a demo without saying “if?” I mean, you never say; “If you have this problem, then... “Or “If you struggle with this issue then you’ll like this feature.” If you are saying “if” in a demo, you’re doing them wrong. You should know their problems before demoing.

1. **MARKETING CHANNELS**

*Main Channels*  
Influencer Marketing, Targeting Blogs, Publicity, Unconventional PR, Search Engine Marketing, Social and Display Ads, Offline Ads, Search Engine Optimization, Content Marketing, Email Marketing, Viral Marketing, Engineering as Marketing, Business Development, Sales, Affiliate Programs, Existing Platforms, Trade Shows, Offline Events, Speaking Engagements, Community Building

*Advice*  
When considering these marketing channels, try your best not to dismiss them as irrelevant for your company. Each traction channel has worked for startups of all kinds and phases. The right channel is often an underutilized one. Get one channel working that your competitors dismiss, and you can grow rapidly while they languish.

1. **SALES PIPELINE**

*Prospect*  
Names of people or organizations to which you are marketing who have not yet responded to you. Goal is to get their attention and get them to respond.

*Leads*  
A prospect that has responded positively in some way to show interest in what you have to offer. Goal is to respond to them quickly.

*Marketing Qualified Lead (MQL)*

A lead that you are not sure is a good fit (meets customer profile) and you don’t know what they are looking for. Goal is to qualify them by asking lots of questions and get them to a demo.

*Sales Qualified Lead (SQL)*  
A lead that is a good fit (meet customer profile) and you know their hot buttons (criteria for success) but they don’t have a sense of urgency. Goal is to demo, educate and instill a sense of URGENCY.

*Opportunities*  
A lead that is a good fit, has a sense of urgency, but still has a couple questions or concerns. Goal is to handle concerns, guarantee, and close.

*Customer*

An opportunity that starts giving you money but has not yet achieved success. Goal is to get them to success in the product/service.

*Champion/Promoter*  
A customer that has reached success and has referred your business, offered testimonials or actively supported you in some way. Goal is to encourage them to spread the word about your product.

*Detractor*

A customer that has had a negative experience. Goal is to rescue them and help get them to success.

1. **OBJECTION HANDLING**

*Feel*

Prospective Customer: “I’m just not convinced that your product can solve my pain points.”

Sales rep: “I understand how you feel.”

Saying this demonstrates empathy and shows that you heard what the prospective customer is saying and that you can relate.

*Felt*

Sales rep: In fact, this customer I just worked with, Steve, felt the exact same way as you do.

Again, this not only demonstrates empathy, but also makes the prospective customer feel more comfortable in the knowledge that he or she is not the only one who has felt this way before.

*Found*

Sales rep: I demonstrated X to Steve and he soon found that the we could not only solve all the issues he was facing, but even made his life easier in these other areas.

The ‘found’ part of this methodology is critical. For starters, referring to a specific customer provides social proof – if other people are finding success with it, this skeptic will be more convinced.

1. **TOP SALES QUESTIONS**

How did you hear about us?

What do you need to have and what is nice to have? Must have, need, nice to have?

What’s the decision-making process like?

Who are all the stakeholders going to be involved?

Who else are you comparing us with?

If you don’t choose us what would you do?

What is timeline to making decision?

What’s your budget?

When was the last time you bought a solution like this?

How do you guys feel about us? How are we doing?

What are other products or solutions that you are currently using?

1. **CLOSING**

*Trial Close / Anchoring*  
Trial closing is to gauge whether you client is ready to say yes. Ask the client if they can see themselves in or using the product.

“Can you see this improving your…?”

*Upfront Contracts*  
“If we can do A, will you do B.”

*Just Ask For It Close*

“Do I have your approval to proceed?”

“Are we okay signing you up now.”

*Alternate Choice Close*

“Would you like to go with Option A or B?”

*Impending Event Close*

“We are closing our beta round, can we get you signed up before we are full?”

“To avoid missing your deadline, can we signup?”

Note: Don’t use lies to create an impending event close.

*Assumptive Close*

Assume your customer has said yes.

“We’re in agreement so let’s go ahead…all you have to do is enter your…”

“I can sense this is a priority…I will get you signed up.”

*Step Down Close*

This close is used after an order is all but lost and you want to go for part of the sale instead of losing all of it.

“I accept your decision and totally understand. Would you be okay with us (doing some smaller scope of work)?”

*Summary Close*

“I have you your scope, cost, and basic information, are you okay with me authorizing this.”

*Old Faithful Close*

“Have you got yourself sold, or go you still have questions.”

“Is there anything else we should do before starting.”

*Hat-in-Hand Close*

Last resort close. Only works to close 20% of time, usually when customer hasn’t been vulnerable enough with you.

“I accept your decision. It’s been my experience that when a customer doesn’t sign up my offer wasn’t good, or I did something wrong. You said the offer wasn’t bad, can you help me improve for next time by knowing what I did wrong?”

1. **MORE RESOURCES**

Oren Klaff - [www.pitchanything.com](http://www.pitchanything.com)

Little Red Book of Selling by Jeffrey Gitomer

The Psychology of Selling by Brian Tracy

Secrets of Question Based Selling by Thomas Freese

The Art of War by Sun Tzu

SPIN Selling by Neil Rackham

The Challenger Sale by Matthew Dixon and Brent Adamson

Traction by Gabriel Weinberg

How to Master the Art of Selling by Tom Hopkins

Secrets of Closing the Sale by Zig Zigler

How to Win Friends and Influence People by Dale Carnegie

The Definitive Book of Body Language by Barbara Pease

SHiFT Selling by Craig Elias and Tibor Shanto

Influence by Robert B. Cialdini