

# Week #5

## #1 read/prototyping#

### Lesson #1 Sales is service

A sales is actually something cried, fundamental and secret. It's no less than the skill and the force allowed the civilisation to exist. If you are a scientists and you want to get some grants, you are doing sales. If you are in a big organisation and you want to push an ideas you are doing sales.

Sale is = elucidating (aufklärung) shared value and committing to create that value

Sales = exchange of values

Idea = sell it before you build it. This ensures that you're making something of value to customers.

A good sale = is always represents a commitment to serve

The true difference between a reputable and disreputable sales person is = what happens in two years? Let's say these 2 sales persons are walking away with million dollars contracts. The reputable sales person 2 years from now, he is going to deliver the value that was sold. The disreputable sales person 2 years from now, maybe nothing exists. He just rans away with the money.

A lot of persons why we don't want to engage with sales, because we don't want to be this disreputable sales persons. But to equate this type of selling with all sales, will be equating all of food would be fastfood.

That's not a complete view what the discipline is. The discipline should be:

1. True to your values
2. Effective
3. And true to the spirit what sales is and has forced to create civilisation.

### Lesson #2: Sales Meeting

## **Sales Meeting**

The investor, business colleague, or somebody who is evaluating a grant. You will start with the pitch, let me run through my slide deck. After the pitch and the couple questions and you close the sale right.

## **STANDARD SALES MEETING:**

1) Pitch, 2) Discuss, 3) Close

The main problem is that sales is not about your pitch. And sales is not even about you. Sales is ultimately SERVICE, TO THE PERSON YOU ARE SPEAKING TO.

The first time that you meet w/ somebody in order to work together.

## **NEW SALES TEMPLATE:**

1) Listen (80% OF THE CONVERSATION AND TALKING 20%), 2) Understand, 3) Overlap

Put a little timer in your pocket. Let's it's a 30 minutes meeting. And after the first 15 minutes the timer starts to ring.

### **15 Minutes Rule: Do not talk about your work for the first 15 minutes**

During that 15 minutes ask a person what matters to them. Get a deeper understanding of their world.

### **Great you have a great product let's talk about it**

Instead

You say. I'm excited that you are excited to learn about that product, but before we get there. I would like to know little bit about you and your business.

SALES IS ABOUT SERVICE. AND YOU ARE NOT GOING TO SERVICE W/O UNDERSTANDING CUSTOMERS DEEPLY.

Something that you said a minute before really caught my ear.

Before we get there.... can you tell me a little bit more about\_\_\_\_\_?

The same goes and goes over the 15 minutes. You are trying to pick up things that customer said are interesting to explore about their problems. After the 15 minutes you will understand a good amount of their world.

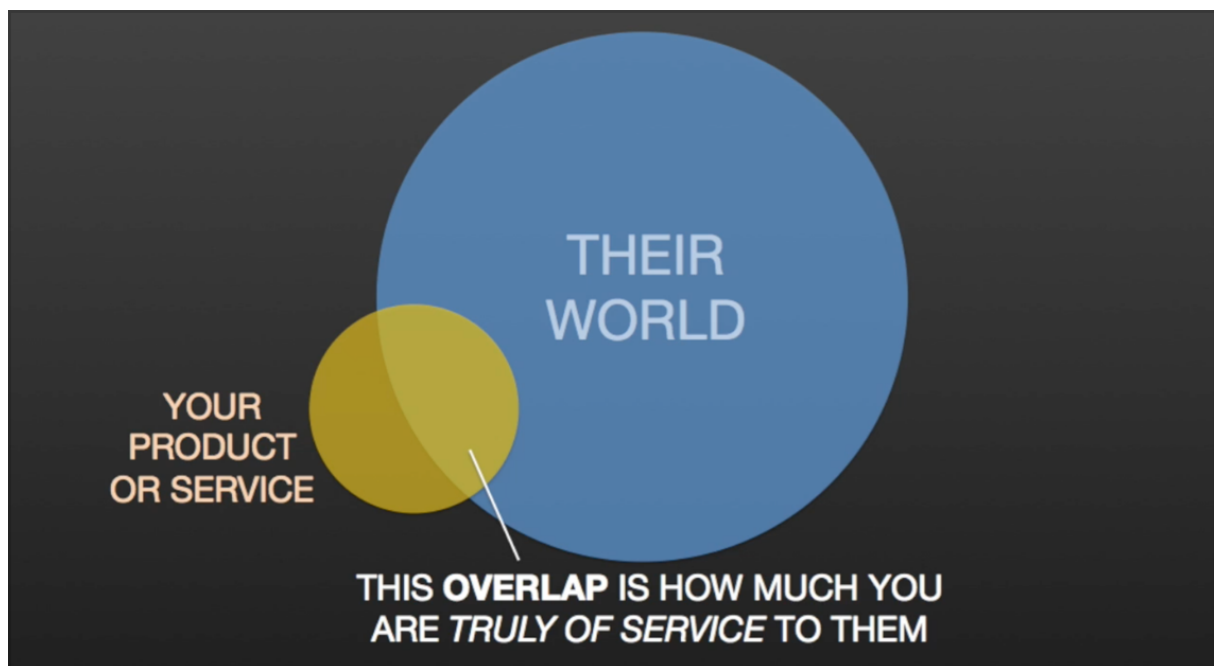


You are going to understand what is the larger mission of the company. You gonna understand their problems they are trying to solve. Now you are trying to understand what is the overlap between your product and their WORLD.



Sometimes you are going overlap with 30% or 50% of their world. You don't need to pitch the whole product, you just pitch the service that could be important for them. And sometimes there is no overlap or truly no overlap between these 2 worlds.

What you say: Hey from my understanding from my world. I don't really see a strong overlap. Let's not waste our time. What customers is going to get from this, is really understanding about what your priorities are.



1. Your first commitment is understanding how you can serve them
2. And your second commitment is to explain the product in such a way that help to understand the exchange of value for the customer

If your product don't overlaps between two world, than

I want you to treat as an opportunity to have this point of connection with another person and close out that sort of conversation by asking them who should I talk to next. Upon understanding each other, you ask: "WHO SHOULD I SPEAK TO NEXT?"

I would love any suggestions to whom I should talk next

**Last essential point of a sales meeting. The idea is fundamental and supports everything else:**

\*Sales is an active service, no matter what happens in a meeting, no matter how the meeting goes. You'll find the way to serve. Now the minimum way to service is the thing that we have already talked about:

1) You are going to spend time to deeply listening and deeply understanding about the customer needs. It's actually active service

**Basic act of service: LISTEN TO YUR CUSTOMER WITH CARE**

A step about that in the understanding in their world view. Think about hey, that would help them a lot to introduce to this type of person. Or maybe there is an article that you read recently, this article would be great input what they are doing.

**I want you in the last 5 minutes of the meeting. Do the intro: Further act of service: propel toward their goals with an: 1) Intro, 2) Article (find that article and send it out), 3) Insight**

With these things in mind:

**Whether you close the sale or not, you'll provide an act of service**

Each these conversation will lead you to a better and better person!

## **Lesson 3: 3 Layers of Reality**

Let's suppose you are talking to somebody. There 3 layers:

1) Factual, intellectual Layer: Superficial Layer the world they are telling me and what those

words be.

2) Perspectives & worldview: What are the worldview in order to have this intellectual, factual layer has been sat and a layer below

3) What are basic assumption of about life and existence that supports the perspectives and worldview

Example:

1)Factual layer: we depend on suppliers and their delays has made the team frantic

2a)Worldview: me as a boss, my job is to arrange things so we can contribute to this supply chain

2b) Management worldview A: I'm a sort of manager, when the staff come it's ok for people to become frantic and busy. Because that's the right response to unexpected thing. I manage shifts, more demand means we all just need to work harder

2c) Management worldview B: I manage team energy, more stress means I push for clarity & balance

2d) Management worldview C: A franticness is a data point that helps me to design a better system. So the 4th time it's less frantic and 5th time it's not frantic at all.

**even with the same facts, a person's worldview plays a huge role in how you work with the facts to assist.**

Let's go now a level deeper. What assumptions must be true in order this worldview can exists.

For example let's take the leadership example. The assumption:

2d) Worldview C: I manage systems

3) Underlying: Efficiency matters

**Why it is all important to listen to the 3 layers?**

Sales is ultimately about service, than listening to these 3 layers will give you deeper

understanding. And deeper understanding is the doorway for deeper connection and service. It allows you to go much deeper to serve the person better.

You can help at 3 different layers the person:

## **MOST BREAKTHROUGHS ARE A SHIFT ON LAYER 2 (WORLDVIEW) OR 3 (ASSUMPTIONS)**

This process of understanding these 3 layers will give you the true motivation of the person.

Understanding the person deeply is coming with the responsibility. So if you understand the person well, don't try to manipulate etc. If you know something you need to have a moral! Don't manipulate, it's a moral issue.

### **Lesson 4:**

**A sale exists because you are expanding the customer's life story**