

Subject Relevance

Entrepreneurs must learn to sell. Without sales, businesses are starved of money. Even if a start-up claims other people or their technology will ensure sales are completed, entrepreneurs need to understand they are always selling themselves and not just products or services. Effective selling requires us to understand problems before we present solutions, question and listen to what other people are saying and learn how to persuade and influence. Modern selling has become much more about reading behaviour and far less about applying techniques. As such, effective salespeople recognise that customers are different and people buy in different ways. High-performing salespeople are adaptable and client focused. They are also resilient and able to handle rejection.

In this Episode...

- Why many salespeople are bad at selling
- Why entrepreneurs must learn to sell
- A sales mindset for entrepreneurs
- Developing sales skills and effective habits

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Podcast – Content & Learning Outcomes

By listening to this podcast, people learn about why sales has developed a bad name and why the lack of good quality training prevents people from becoming good salespeople. Although an abundance of marketing courses exist within university settings, sales courses are few and far between. Yet, start-ups especially, need to know how to sell their products and services and sell themselves in order to survive.

Questions and Listening

Through an interview with start-up survivor and leadership coach, Richard Hughes-Jones, the podcast emphasises the imperative value of being curious, asking questions and listening to answers. Questioning allows salespeople to find out problems before suggesting solutions. Questions also allow the buyer to talk – and talk about their favourite subject – themselves. When we talk about ourselves we typically feel good and are far more inclined to develop rapport and empathy with the other person in the conversation. Empathy as highlighted in episode 3, is a key strand of trust – and trust is essential for trade to occur. The podcast builds on communication behaviours

and considers the issues of body language, the fact we only ever buy dreams (as opposed to products and services) and that rejection is an ever-present companion salespeople need to accept in their lives. Finally, the important subjects of 'Influence' and 'Persuasion' are considered and listeners are encouraged to get "Influence: Science & Practice" by Robert Cialdini.

This episode also references texts including: 'Active Listening', 'Five Levels of Listening' and 'To Sell is Human'.

Finally, the book recommendation for this episode is Diana Kander's 'All in Startup'. This brilliant fictional story and New York Times bestseller reveals a vast array of invaluable truths for any start-up embarking on their journey. Essential Reading.

If you have any other queries, get in touch. Meantime, go well. Peter.
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