

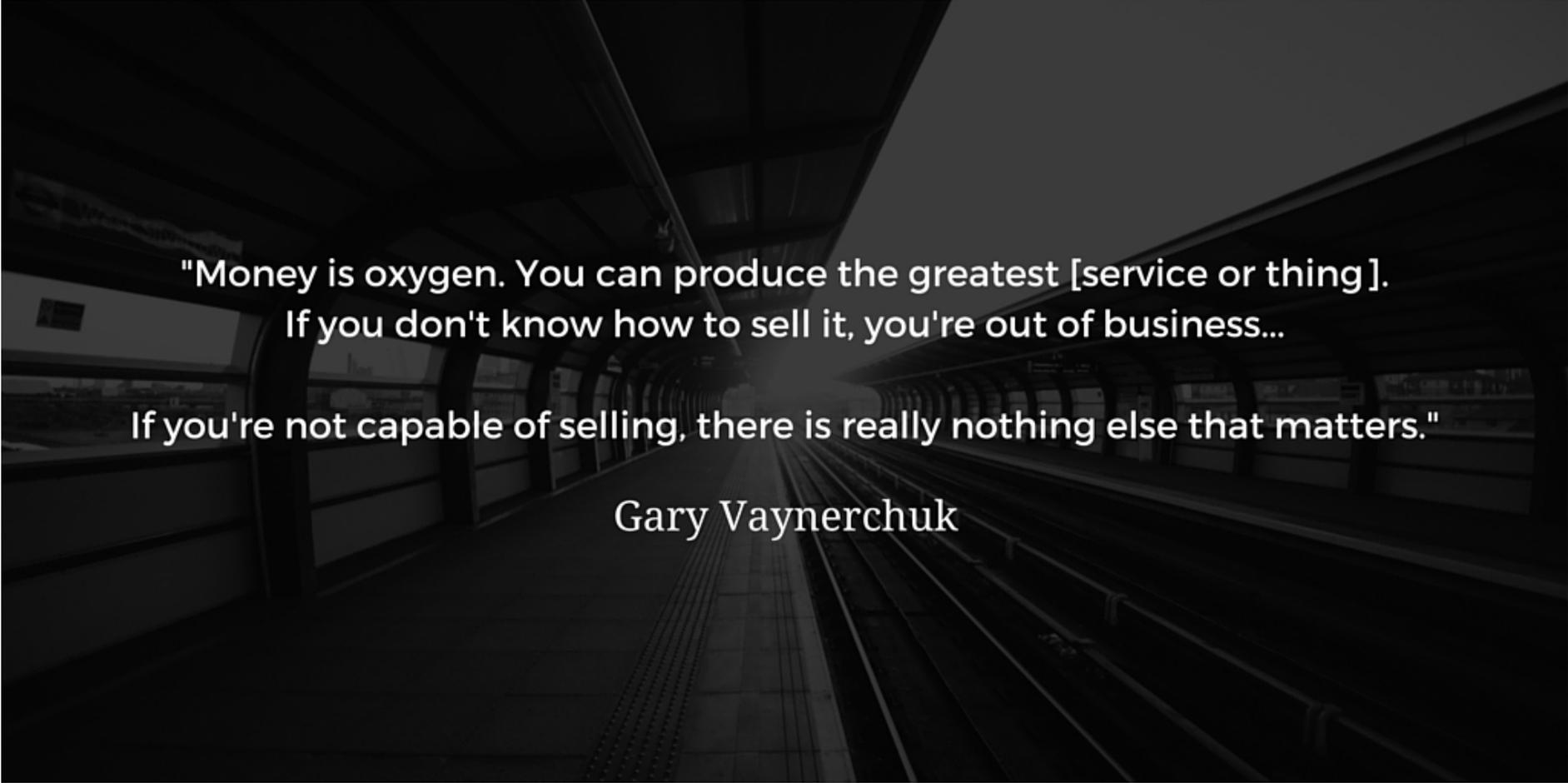
# **Sales Fundamentals**

**April 13, 2019**

**Shannon Ward  
OnTrack Sales**







"Money is oxygen. You can produce the greatest [service or thing].  
If you don't know how to sell it, you're out of business..."

If you're not capable of selling, there is really nothing else that matters."

Gary Vaynerchuk

SURPRISE!

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The "Natural" Myth

Guess who else loathed sales?

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**Sales = ❤️**



Why  
is  
sales  
so  
hard?

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Sales  
Spiral  
of  
doom



<https://flickr.com/photo/27271711@N04/342937306>

A hand in a dark jacket points to a specific location on a detailed map. The map shows various roads, green spaces, and blue areas. A dark, semi-transparent horizontal band is overlaid across the middle of the image, containing the text 'Clarity | Connection | Choice' in a white, sans-serif font. The bottom portion of the image is a blurred, out-of-focus view of the same map.

Clarity | Connection | Choice

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Clarity

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Shared  
vision  
of  
better  
future



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Who you serve matters.

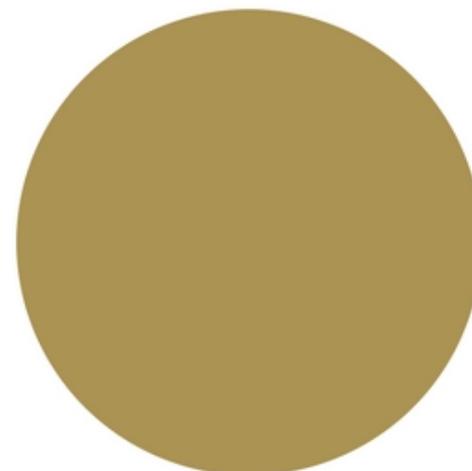


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# *Ideal Client*

The person who has the highest potential for transformation with what you do or sell.

Avoid this:



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# Super efficiency

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<https://flickr.com/photos/27315150@N08/3526833448>

# Better customer service



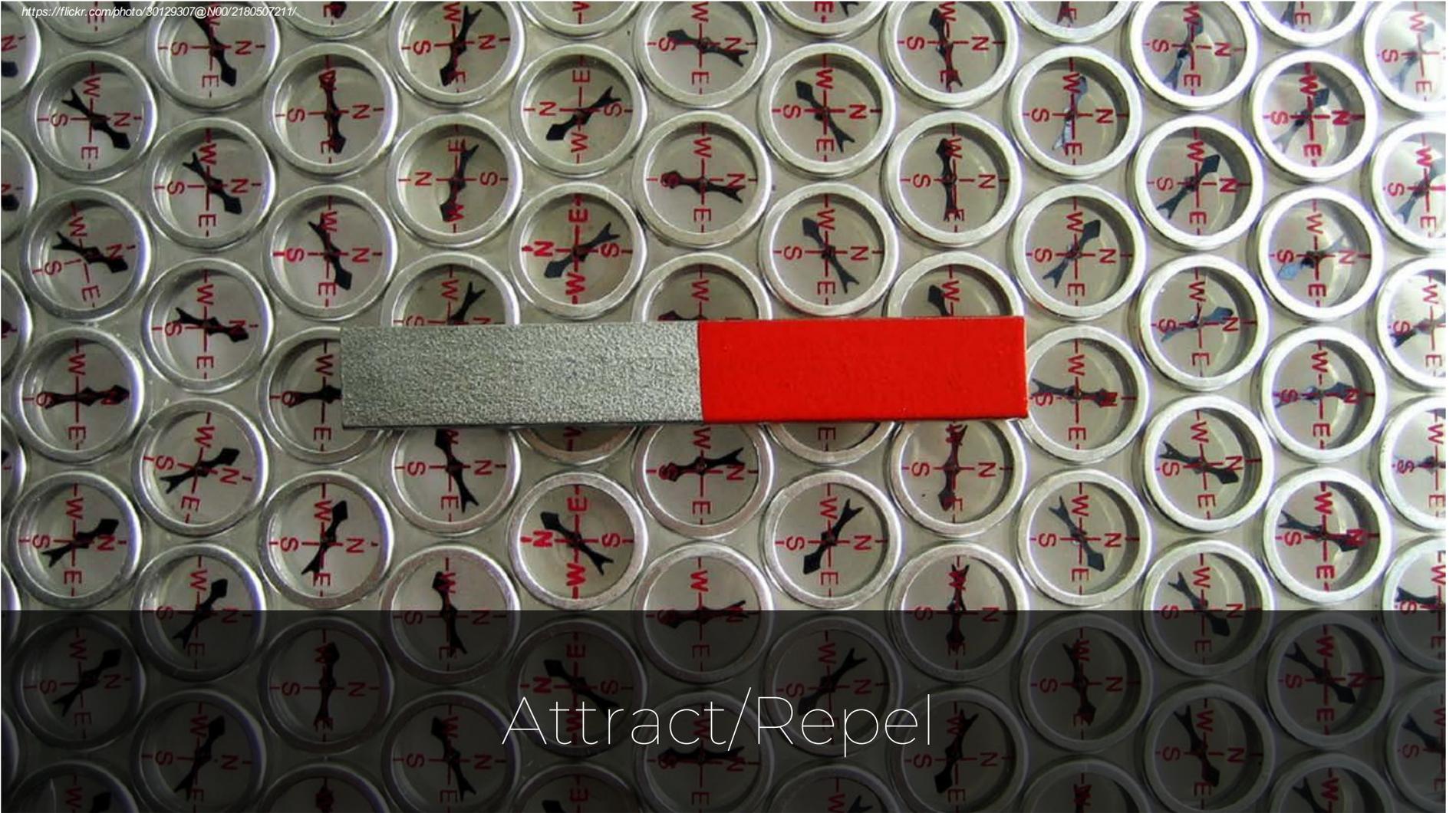
Decreased  
marketing costs

[www.flickr.com/photos/7846128/#@N1076125061025/](http://www.flickr.com/photos/7846128/#@N1076125061025/)

What is the face?

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Attract/Repel

<https://flickr.com/photos/38074293@N00/14835509722/>



What are they saying about you?

# *Power Positioning*

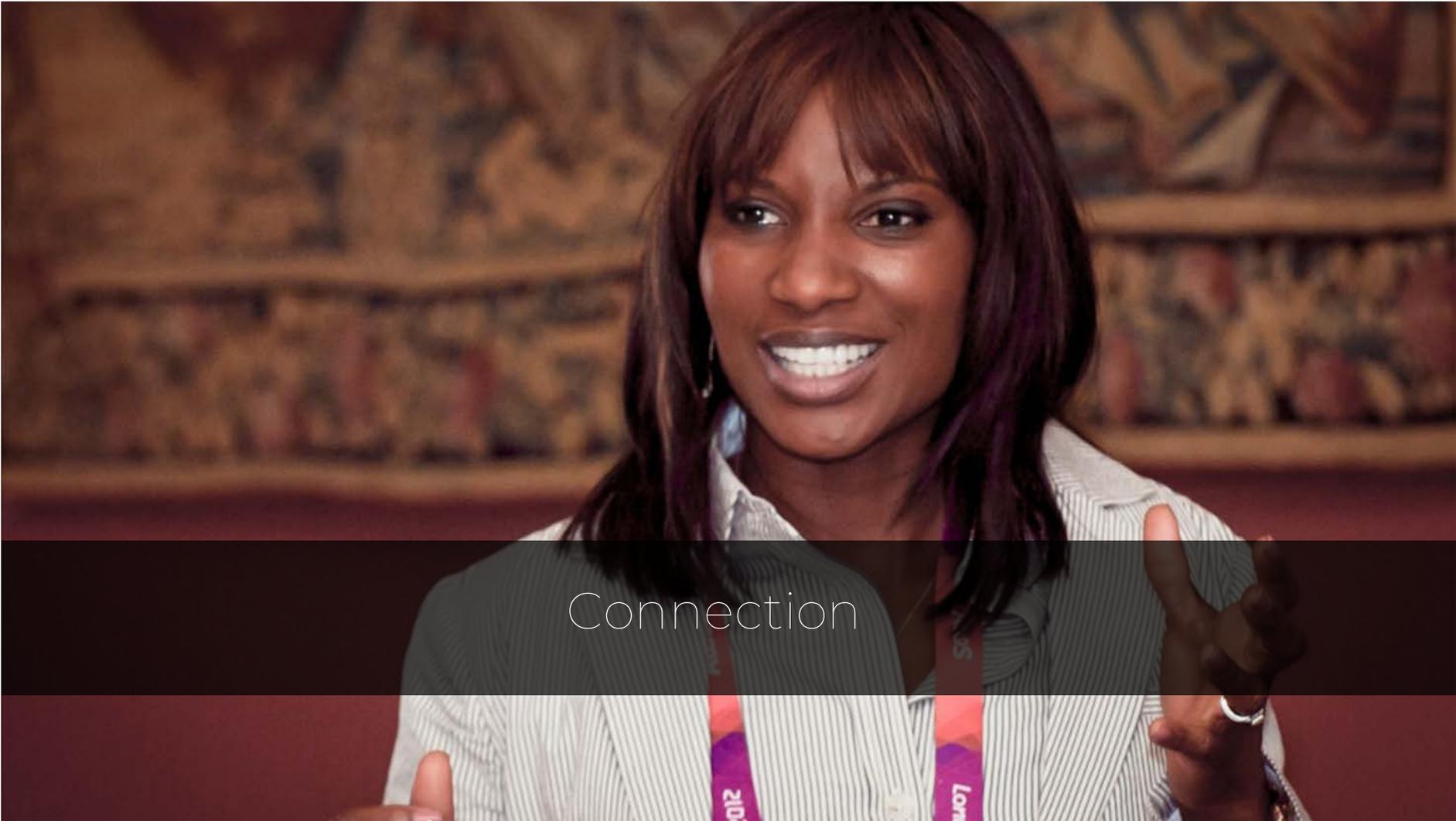
**Who do you serve? How do you serve them?**

**Criteria:**

- No more than 2 sentences
- Spoken in less than 20 seconds

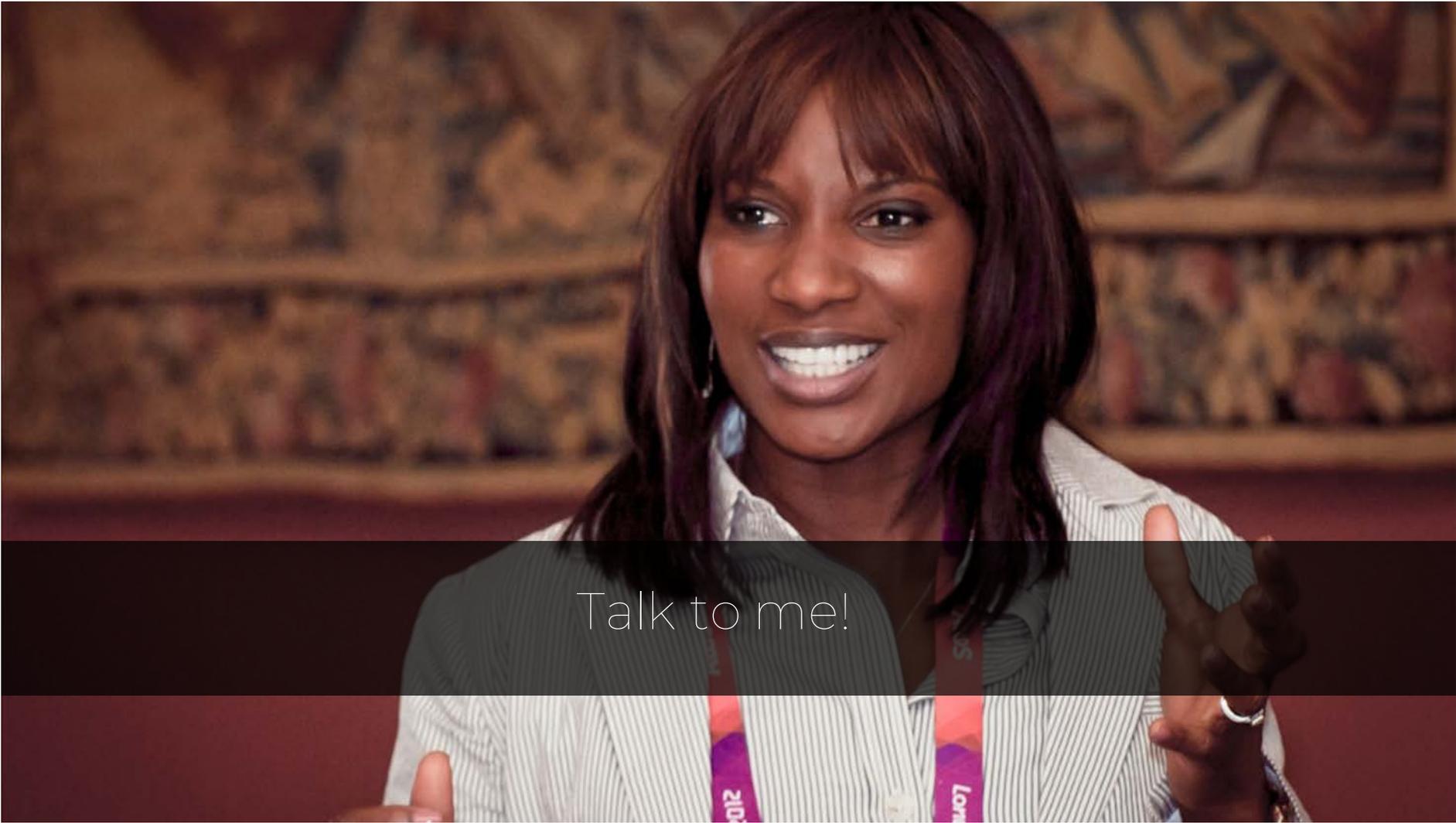
**Success Factors:**

1. Focused
2. Clear
3. Everyday language
4. Urgent



What  
makes a  
salesperson  
great?







Talk to me?

A top-down view of a white ceramic coffee cup filled with a latte. The coffee has a rich golden-brown color with a layer of white foam on top. The foam is artfully swirled into a symmetrical, leaf-like pattern. The cup is set on a dark, reflective surface, possibly a metal table. The lighting is soft, highlighting the texture of the coffee and the smoothness of the cup.

Show up in service

Keep focus on them, not you





The Golden Rule  
of Sales:  
Probe Don't Prove

# The Sales Iceberg

Logic

Emotion

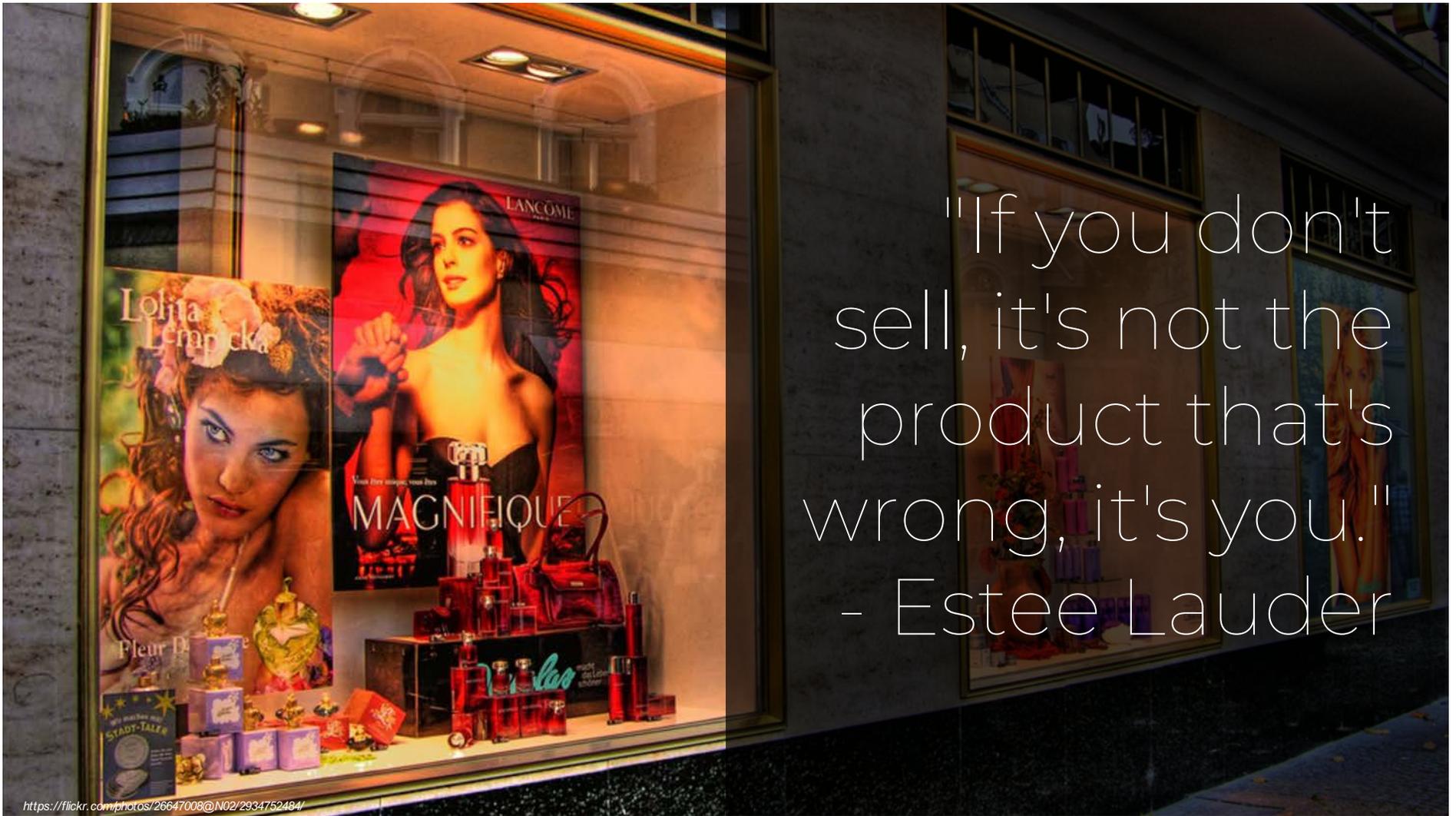
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Choice



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"If you don't  
sell, it's not the  
product that's  
wrong, it's you."  
- Estee Lauder

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# The Question

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# Sales Hiring



"Life is a series of sales situations."

—  
Patricia Fripp

**Thank you!**

**Find out more about  
working with Shannon:**

**[ontrackco.com](https://ontrackco.com)**

