

Sales Fundamentals

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SURPRISE!

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Guess who else loathed sales?



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Sales = ❤️

Shared
vision
of
better
future



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"Life is a series of sales situations."

—

Patricia Fripp

COVID Reality



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Position Pause & Prepare Pivot

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Market Reassessment

A close-up photograph of a white ceramic coffee cup filled with a latte. The coffee has a rich golden-brown color and is topped with a layer of white foam. The foam is artfully swirled into a symmetrical, leaf-like pattern, resembling a stylized plant or a heart with intricate details. The cup is set against a dark, textured background, possibly a countertop. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text "Serve Your Community" in white.

Serve Your Community



Stay Visible

<https://flickr.com/photos/26647008@N02/2934752484/>



Postman, a San Francisco-based platform for API development, has crafted a website that relies on crowdsourced information to locate coronavirus testing sites in the U.S.

Save



DAILY COVER | 1,186,271 views | Mar 13, 2020, 12:19pm EDT

Exclusive: Zoom CEO Eric Yuan Is Giving K-12 Schools His Videoconferencing Tools For Free





Amplify.ai, which develops AI-driven, conversational virtual assistants, is offering up its virtual assistant for free to government health organizations fighting the pandemic.



PROTECT App, is providing its safety management solution free for 6 months to its target market so they can more easily check-in on remote family and friends.

9:37



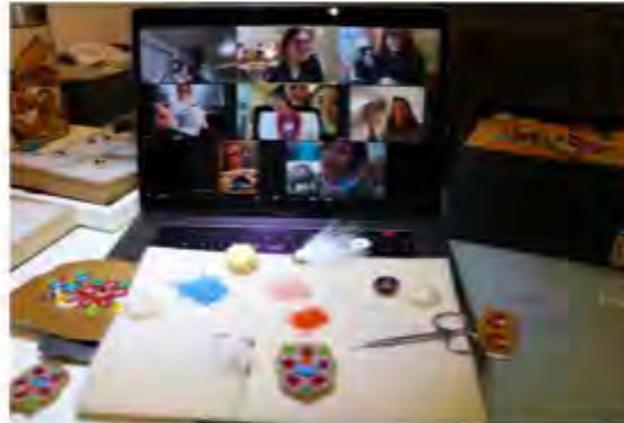
Post



tania.larsson



VOGUE



Tania Larsson's beading circle, conducted on Zoom! Photo: Courtesy of Tania Larsson



Liked by rojmoj and others

tania.larsson Thank you @chrisjallaire for another beautifully written article for @voguemagazine

Without all these women that signed in and joined the call this could not have been possible.



<https://flickr.com/photos/47361742@N06/6226789837/>



What to Charge

Services

A collection of web-based services from the digital agency Major Tom, available for eCommerce purchase.

FILTER BY [All products](#)

SORT BY [Best selling](#)

14 products



Website "Not Secure" SSL
Fix
\$600.00



One-hour Strategy
Consultation
\$150.00



Google Ads Account Health
Check
\$900.00



Web RFP Review
Consultation
\$750.00



<https://tincan.shop/collections/services/products/google-ads-health-check>

 **sonoprana** ...



📷 🗓️ 📍

sonoprana T'is the time between daytime sweatpants and nighttime sweatpants. 🧘 🌙

 Add a comment...
9 minutes ago

 **sonoprana** From Your Couch ...



Are You Willing to
Make a Mistake?



Why
is
sales
so
hard?

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A close-up photograph of a person's hand pointing at a detailed topographic map. The hand is wearing a dark, textured sleeve. The map shows various geographical features like roads, rivers, and terrain. A dark, semi-transparent horizontal band is overlaid across the middle of the image, containing the text 'Clarity | Connection | Choice' in white. The bottom portion of the image is blurred, showing more of the map.

Clarity | Connection | Choice

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Clarity

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

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

Better customer service



Decreased
marketing costs

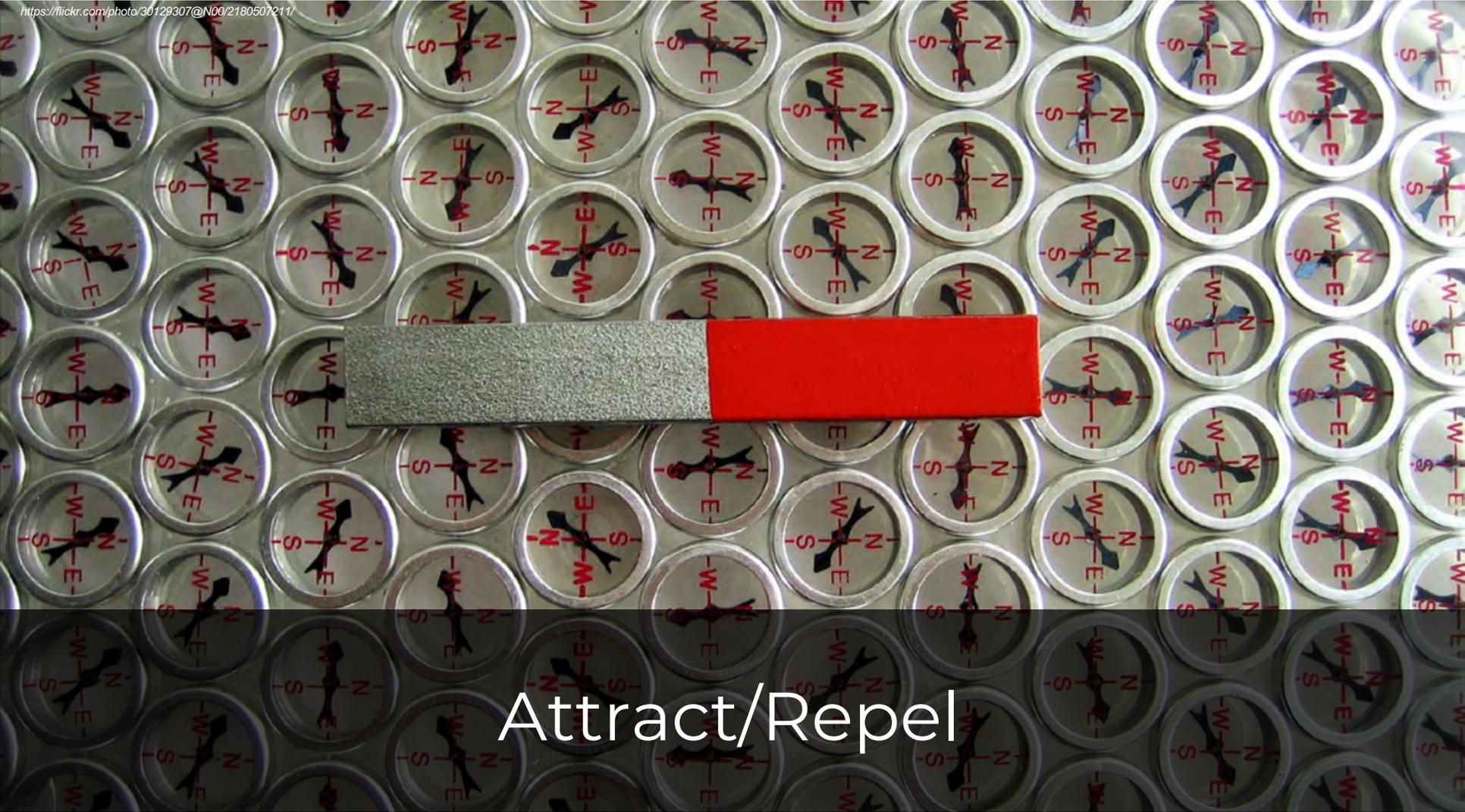
<https://flickr.com/photos/82107852@N05/752392322/>

www.flickr.com/photos/78461284@N07/8175061025/

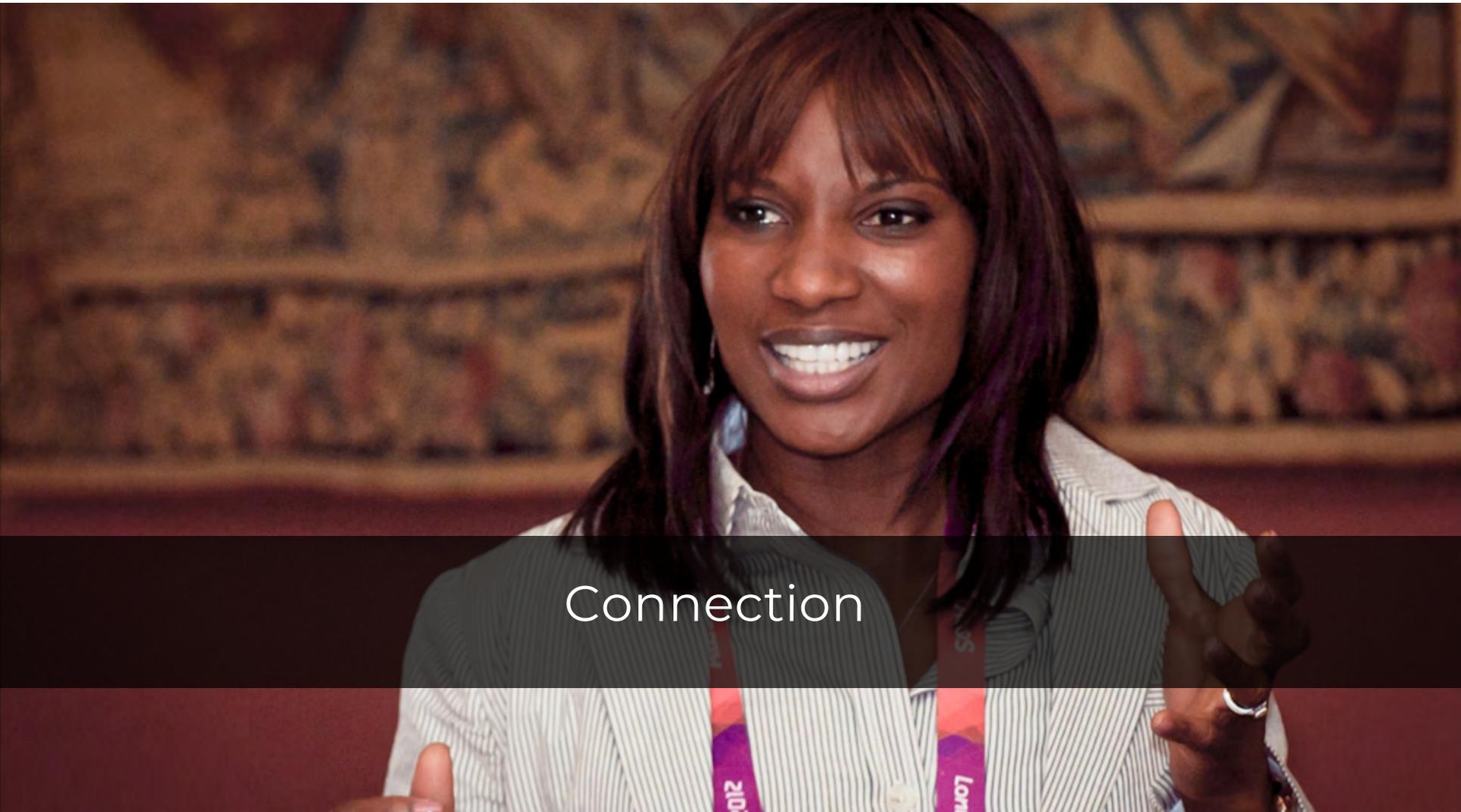
What is the face?



What are they saying about you?



Attract/Repel



Connection



What
makes a
salesperson
great?

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 decorated with intricate latte art, featuring a central heart shape with symmetrical, leaf-like patterns extending outwards. The cup is set on a dark, reflective surface, possibly a metal table. A semi-transparent dark grey horizontal bar is overlaid across the middle of the cup, containing the text "Show up in service" in white, sans-serif font.

Show up in service

Keep focus on them, not you





The Golden Rule of Sales: Probe Don't Prove

Choice

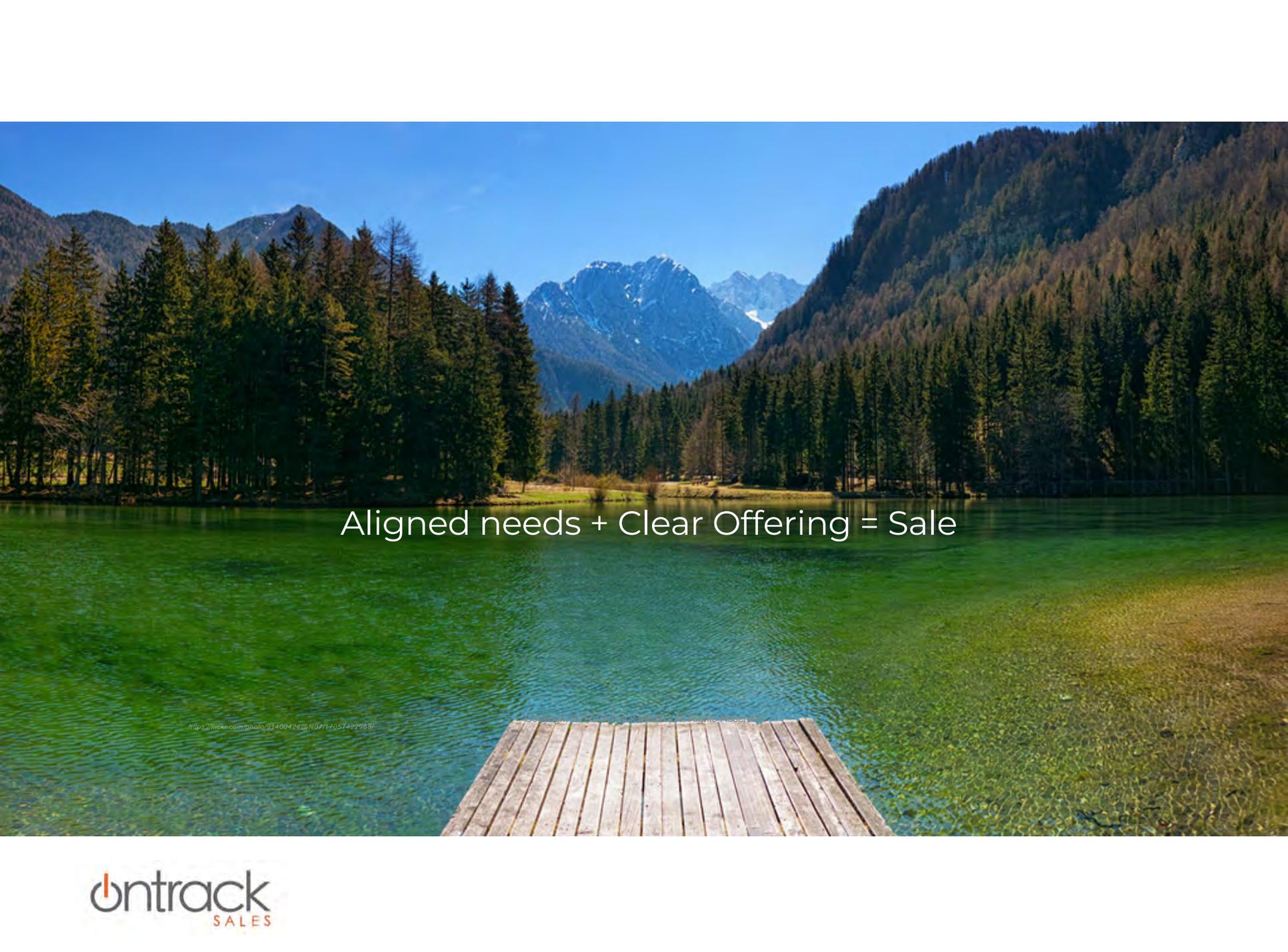


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"If you don't
sell, it's not the
product that's
wrong, it's you."
- Estee Lauder



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Aligned needs + Clear Offering = Sale

<https://i.pinimg.com/photo/31/00/42/31004242@N07717057422959/>

<https://www.researchgate.net/publication/312671105>

You know the way



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Yes or No



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The Sales Iceberg



Logic

Emotion

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The Role of Fear

Along with every type of objection, there is almost always an undercurrent of fear. That fear can take many forms, for instance:

- Making the wrong choice
- Making a serious mistake that will negatively impact business or career
- Looking foolish or like they don't know what they're doing (in front of peers or higher-ups)
- Doing something that will make their lives harder rather than easier
- General fear of failure in taking on a new project or challenge

Sales Hiring



A hand is painted on a red background. The words are written on the fingers and palm as follows:

- Index finger: PLAY
- Middle finger: DREAM
- Ring finger: TRUST
- Pinky finger: WANDER
- Thumb: PROVIDE
- Palm: RESPECT, RESEARCH, OBSERVE, RETURN, HOPE
- Wrist: CREATE

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**Complimentary
Zoom Q&A
for Salespeople**

**Tuesday, April 7th
1:00 pm**

Register: ontrackco.com/qa

f @ontracksales

