

# Yes, You are in Sales

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# Acting like a sales person

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Isuzu to Stop Selling Trucks and SUVs in the US  
- February 8, 2008

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## Affirmation

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“Hello, my name is  
David McFeeters-Krone and  
I am a salesman.”

## Are you in Sales?

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- Exchange of value
- Ask for commitment
- Add, satisfy, and retain customers

# Marketing vs. Sales

- Marketing
  - Spends money
  - Generates generic leads or target list
  - Tomorrow/planning
  - Messages that prepares the prospect for sale.
    - Ads, PR, brand & viral marketing, and direct mail.
- Sales
  - Makes money
  - Contacts specific leads
  - Today/action
  - Closes sale

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# When does sales start?



- How much of your time is planning
- How much of your time is with a customer

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# Sales Tools

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- From marketing
  - Product literature / Content
    - Technologies
    - Facilities
    - Expertise
  - Leads

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# Sales Tools

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- From Sales
  - Forecast - Quota
  - Time management - 6 month rocks
  - Company research / notes
  - Objectives with dates
    - If you do not know where you are going you will probably end up someplace else.
    - A goal without a date is just a wish

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## What are your objectives?

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- CRADAs in Oregon
- Sell new Intellectual Assets
- Sell same IA to different firms
- Sell more to the same firms
- Sell something to specific firm
- CRADAs in Oregon

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## Achieving Objectives

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Project	Start	Stage 1	Stage 2	Next step	Date
ABC	1/1/08	3/1/08		ABC reply	5/1/08 – overdue
				Generate SOW	4/15
				Arrange conf call	2/15
				Contact inventor	1/15

Other items:  
 Anticipated close date  
 likelihood  
 Owner

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## Sell without being Joe

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Act like a professional salesperson

- Actively listen
- Ask - What do you need instead?
  - Find Pain
  - Fix it
- Provide Service
- Actively wait for trigger event

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## Sell easier

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- Know what intangibles are selling (value)
  - Time
  - Money
  - Reputation
  - Solutions
  - Risk reduction
- Do more, easier
- Be likable
- Be passionate and prepared
- Less is more
- Know when to walk away

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## Tips to be successful

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Every week

- Start with a list
- Call them regularly
  - Periodically
  - New information
- Know when to stop

# Summary

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- Sales is an honorable profession
- Do the challenging first
- Measure yourself

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