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Impact Guide
Entrepreneurial Selling

"Because nothing happens until something gets sold, entrepreneurs must develop the knowledge, skill and discipline necessary to succeed in sales."

SALES IN CONTEXT:

Entrepreneurial Selling is a contact sport. It can't be done sitting behind a computer screen. Whether you are a B2C company with channel partners reaching your consumers, or a B2B company with direct contact with clients, you have to sell. Topline revenue earns you the right to worry about product development, operations and finance. Without it, you have nothing.

Keynote Lecture Notes

Impact Question: What will you do differently as a result of what you've learned from this module?

ENTREPRENEURIAL SELLING
Sales in Context

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Questions for you, the entrepreneur

Knowing a lot about your product doesn't guarantee that you have the skills and discipline to get out and sell it. In fact, that knowledge can get in your way.

1. What skills do you already have?

2. Do you know what objections you'll face and how to handle them?

3. Do you know the first few things you will say when you walk up to a prospect?

4. Do you know when and how to qualify a prospect in the first conversation?

5. Do you know how to handle the pricing conversation?

These are just a few of the skills (and disciplines) required for success in selling.

6. What skills to you lack? How can you work on these? How much time will you devote to selling on a weekly basis?

9. How will you balance the need to sell vs. product development, operations, finance, hiring, and doing the dishes?

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Questions for your team, advisors, mentors

1. What is your role in the selling process? How can you make time for sales support? How can you make the selling efforts more efficient and effective? What can you pick up to allow others to spend time selling?

2. What did the team do to drive sales this week?

3. Do some members of the team excel at selling more than others? If so, why?

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Additional Resources from www.KauffmanFoundersSchool.org

Readings

Notes:

Founder Genius

Notes:

Other Related

Notes:

Tools

Notes:

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