

How to Sell so People Want to Buy

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SimVenture

Making Sales

How to sell so people want to buy...

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Making Sales

The VALUE
to the
customer
must be
greater
than the
£ COST.





**Sadly... failing startups sell
products and services yet buyers
don't buy these things.**



**Failing startups are also crippled
by the thought of rejection.**

**Get out and learn why strangers
in your target market might
purchase.**



- **Common Ground**
- **Rapport**
- **Feedback**
- **Trust**
- **Referrals and Sales**



The Discovery Phase

- **Smile**
- **Questions (why!)**
- **Listen**
- **Clarify**
- **Follow-up and give**
- **Stay in touch**



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Buy - Go-Givers Sell More

By Bob Burg and John David Mann



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That's all folks...

Have a great weekend...

Thank you