

# **Sales Fundamentals**

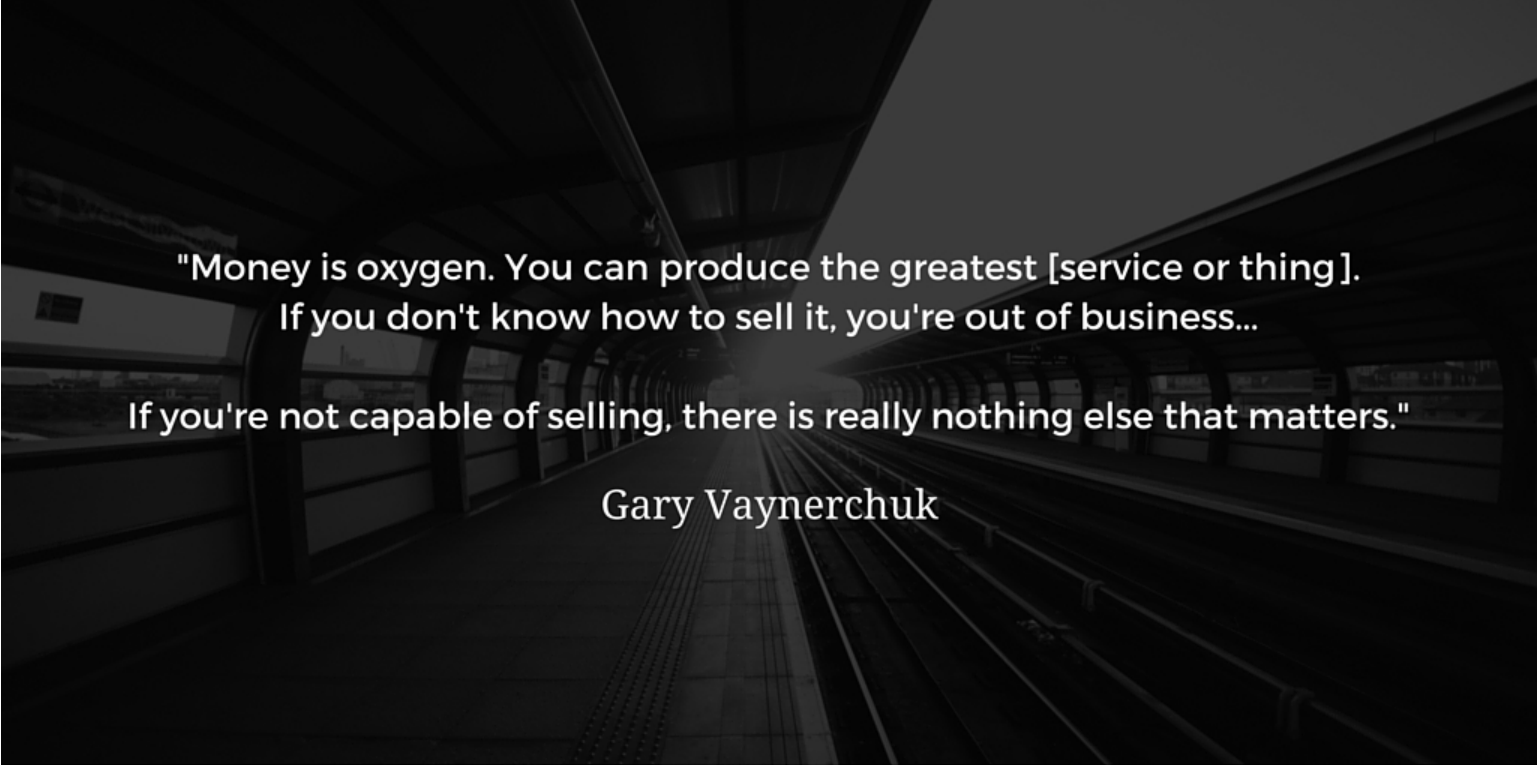
**April 21, 2018**

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OnTrack Sales**



SURPRISE!

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"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





# The “Natural” Myth

Guess who else loathed sales?



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# Sales Spiral of doom



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Why is  
sales  
so  
hard?

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**Sales = ❤️**

Shared  
vision of  
better  
future



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# Clarity of Market



Who you serve matters.

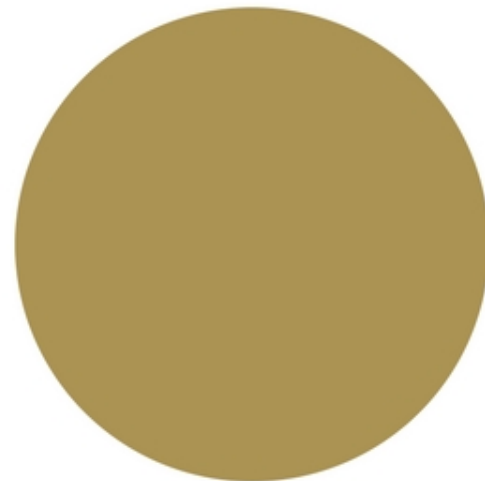


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# *Ideal Client*

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

Avoid this:



# Duplicate Best Clients





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# Super efficiency

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# Better customer service



Decreased  
marketing costs

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What are they saying about you?

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# Clarity of Message

# *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



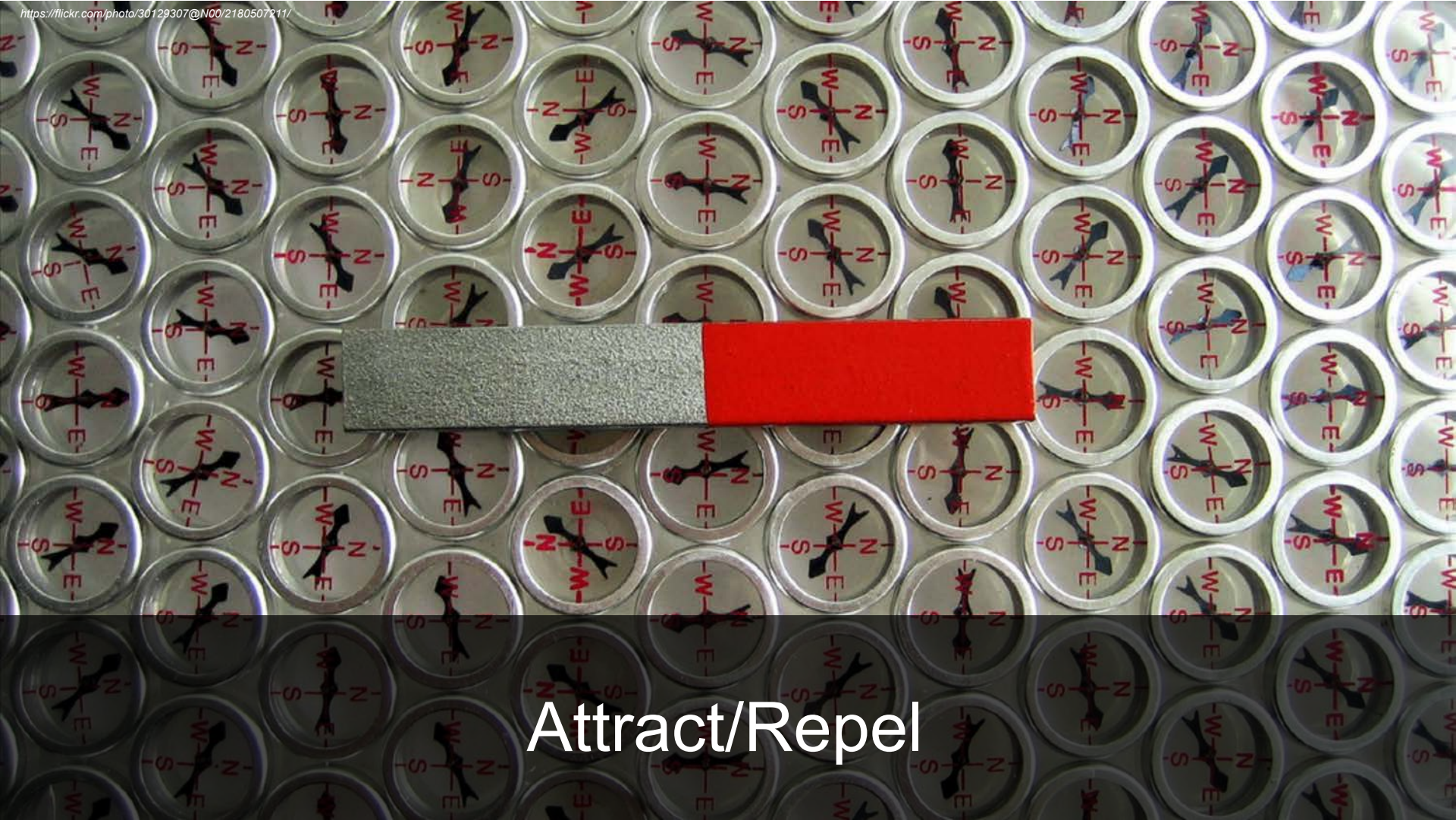
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What is the face?

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Attract/Repel







# What makes a salesperson great?



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Talk to me!

Talk to me?



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A top-down view of a white ceramic coffee cup filled with a latte. The coffee has a golden-brown hue and features intricate latte art in the center, resembling a stylized leaf or feather design. The cup is set on a dark, reflective surface, possibly a metal table. A semi-transparent dark horizontal band is overlaid across the middle of the cup, containing the text "Show up in service" in white.

Show up in service



Keep focus on them, not you





# The Golden Rule of Sales: Probe Don't Prove

# The Sales Iceberg

A large, rectangular iceberg floats in a calm, blue sea. The top part of the iceberg is above the water, and the bottom part is submerged. The word "Logic" is written in blue text on the visible part of the iceberg, and the word "Emotion" is written in blue text on the submerged part. The sky is blue with some clouds, and mountains are visible in the background.

Logic

Emotion

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**Thank you!**

**Book a time to talk:**

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

