



Startup Sales Coach

# **\*Influencing Skills for Startups**



# About Me

- 18 years of B2B Sales
- RCL mentor 5+ years
- Enterprise sales: Software & Services/Consulting



# My Goal

**Make selling more accessible  
to non-sales people**



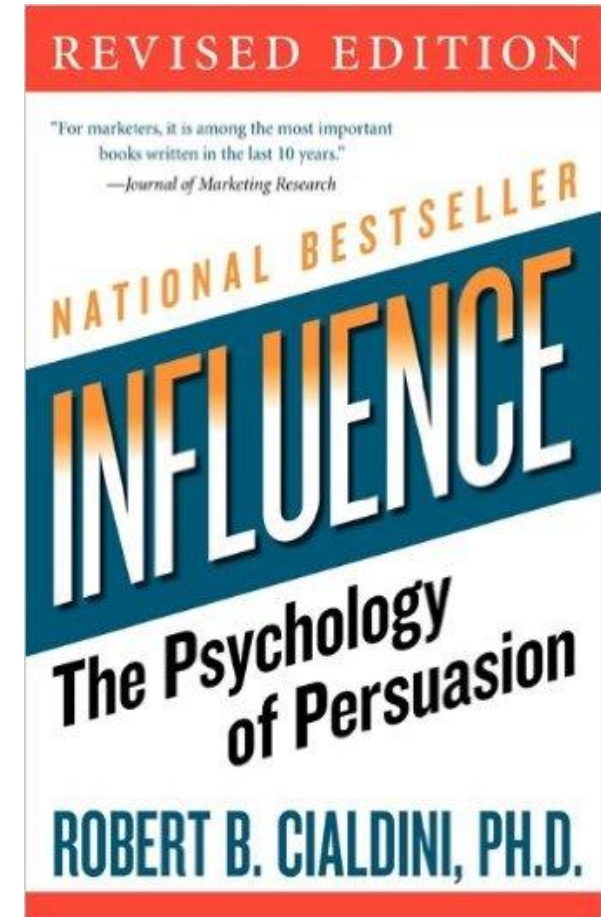
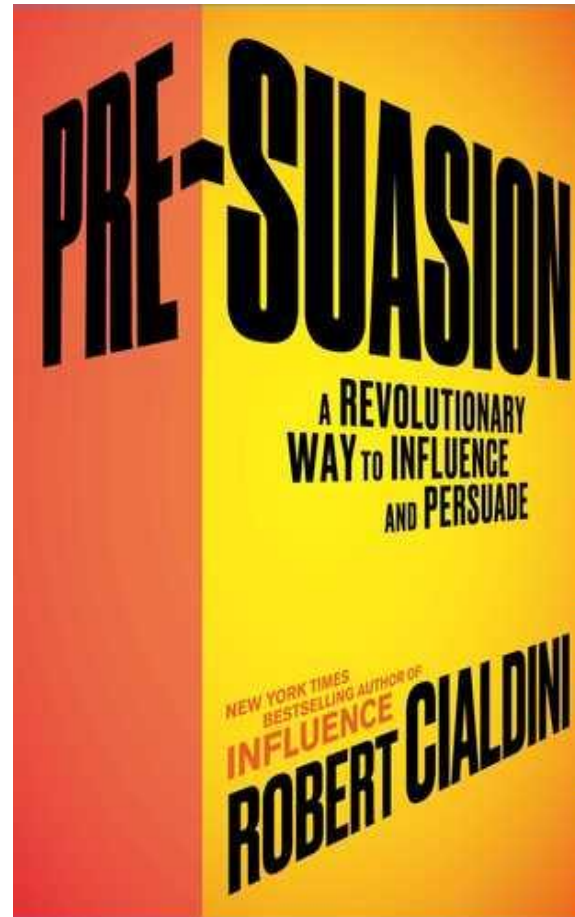
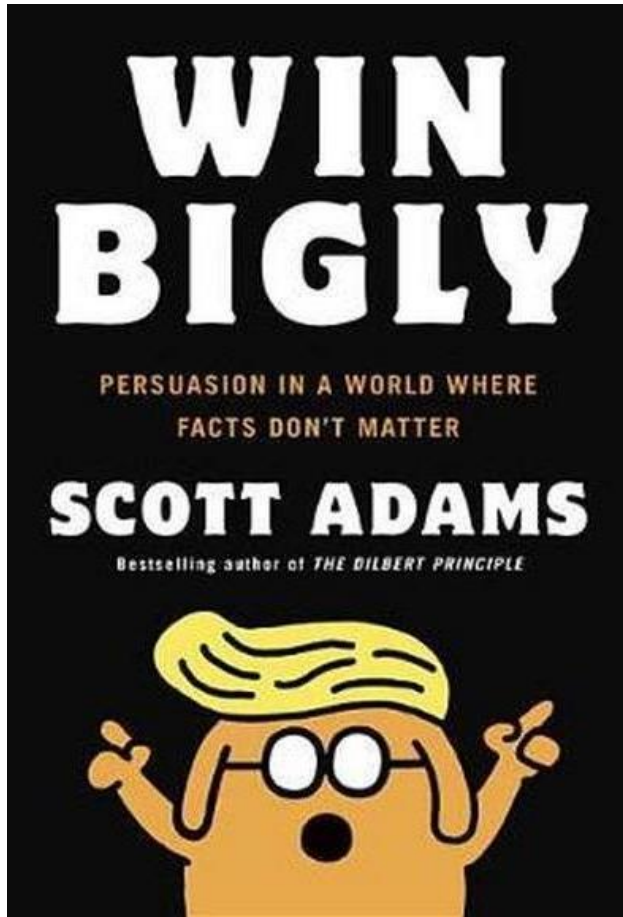
# Today's Slides

- Go to [www.bigjump.com.au](http://www.bigjump.com.au)
- Click on Resources Section

# Reading List



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# Free Startup Sales Resources





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Question...

**Why are you here?**



# TRUST

- Influence will occur when people trust us.
- Principles of Influence will support us being trust-worthy.
- Long term: influence skills will not help us if we are not trust-worthy



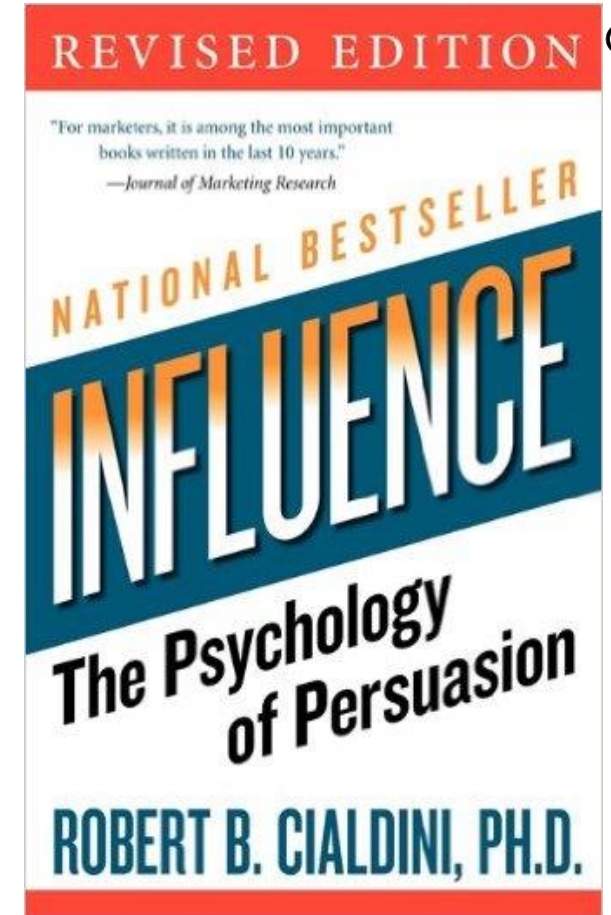




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# 6 Principles of Influence

1. Reciprocation
2. Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity





# Reciprocation

***We feel obligated to return favours given to us.***

Example:

- Free food samples in shops
- MLM story (Paul)





# Consistency

***We desire to be consistent in our behaviour.***

## Example

- Politics – flip/flopping is bad  
(Traveston Crossing Dam – early 2000's)





# Social Proof

***We look to others similar to us to help make a decision.***

## Examples

- Comparing restaurants (full vs. empty)
- Amazon/eBay ratings/reviews
- Matilda Dutton Park story (Paul)





# Liking

***We are more free to agree with people that we like.***

## Examples

- Physically attractive people influence us more
- Personal brand (Jobs, Musk, Gates)
- Mumbai taxi story (Paul)







# Authority

***We tend to follow the commands of people in Authority.***

## Examples

- Police officer talking to us
- Milgram experiment
- Window Security Etching story (Paul)





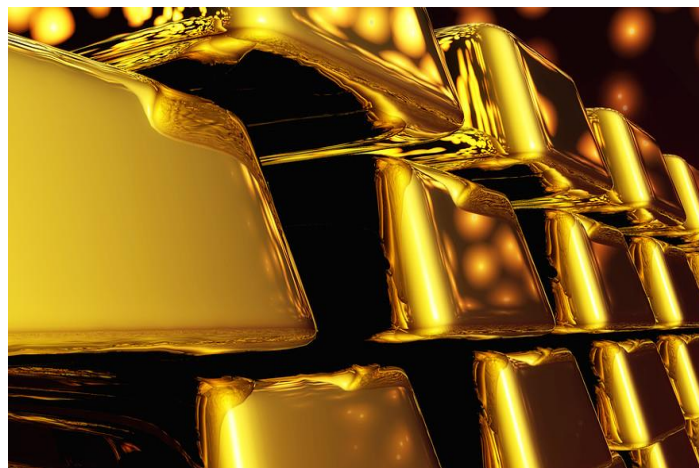
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# Scarcity

***We want more of something when it becomes less available.***

## Examples

- Gold
- Monet Paintings
- The last British Airways Concorde flight



# Cialdini's Seventh Principle of Influence...



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## Unity



***The more we perceive people as part of us, the more we can be influenced by them.***

- *Family Ties*
- *Holocaust story*

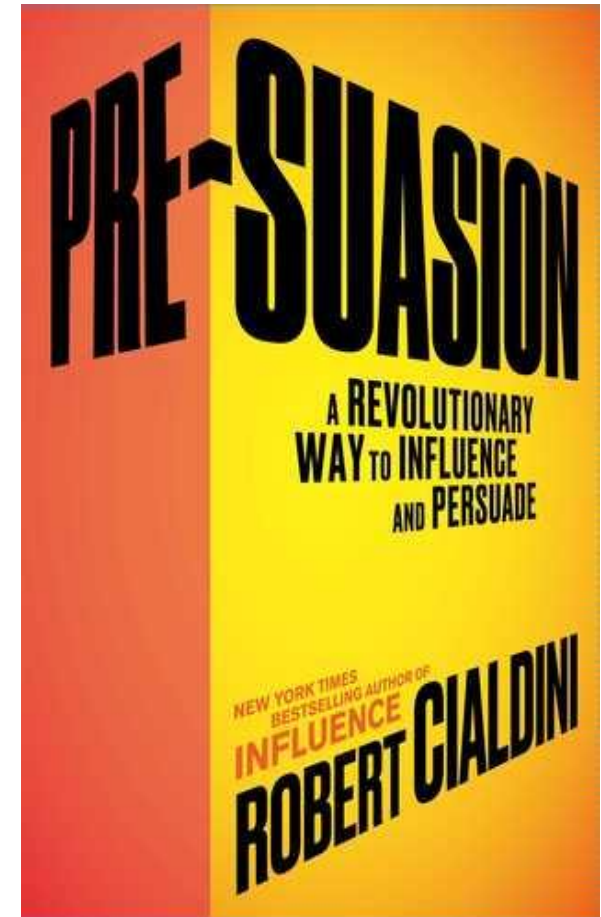




# Pre-Suasion

***We are greatly impacted by the preparation we receive prior to receiving the message.***

Compare the message to a seed.  
If the ground is not prepared, it will not germinate.





# Pre-Suasion Example 1

- Furniture bedding store
- Experiment on wallpaper displayed in entrance
- Coins
- Clouds





# Pre-Suasion Example 2

- Maths exam
- Women will perform less when
  - Male teacher present
  - Asked to select sex
- Why?
- Incorrect societal perceptions of gender affect perceptions.

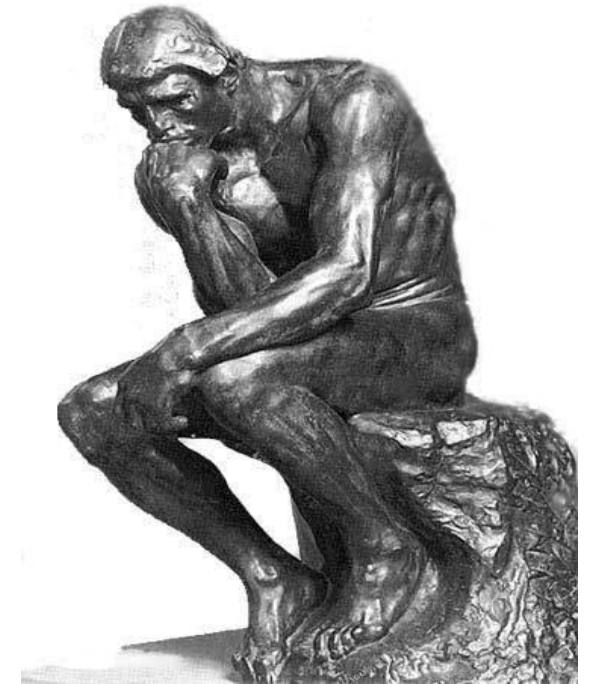






# Pre-Suasion Example 3

- Running race – increase goals and focus.
  - Tele-sales story (Paul)
- The “Thinker”
  - Cause people to reflect more deeply on our message.





# Your Startup

## 1. Reciprocation

- Offer free trial (SaaS)
- Provide target audience free White Paper addressing problem (B2B)
- Offer free time from your bench team (Services)

## 2. Consistency

- Quote prospects' mission statements in your presentations

## 3. Social Proof

- Secure partnership or sell to #1 brands your top priority
- Jaybird Sport story (Paul)





# Your Startup

## 4. Liking

- Target your 1<sup>st</sup> and 2<sup>nd</sup> connections on LinkedIn
- Work on personal brand/ presentation
- Attractiveness of images on website/media
- When selling reflect the style of your target audience

## 5. Authority

- Be a public figure/spokesperson in your field
- Leverage media, SB, RCL, Advance QLD
- Get more customers!





# Your Startup

## 6. Scarcity

- Time based offers (SaaS)
- Quantity based offers (first 20 foundation customers)

## 7. Unity

- Surveys – Placing of words causes influence.  
***How happy are you with our service?***
- Question at start of meeting: ***Why are we here?***
- Where to sit in a meeting
- Photos in office / website

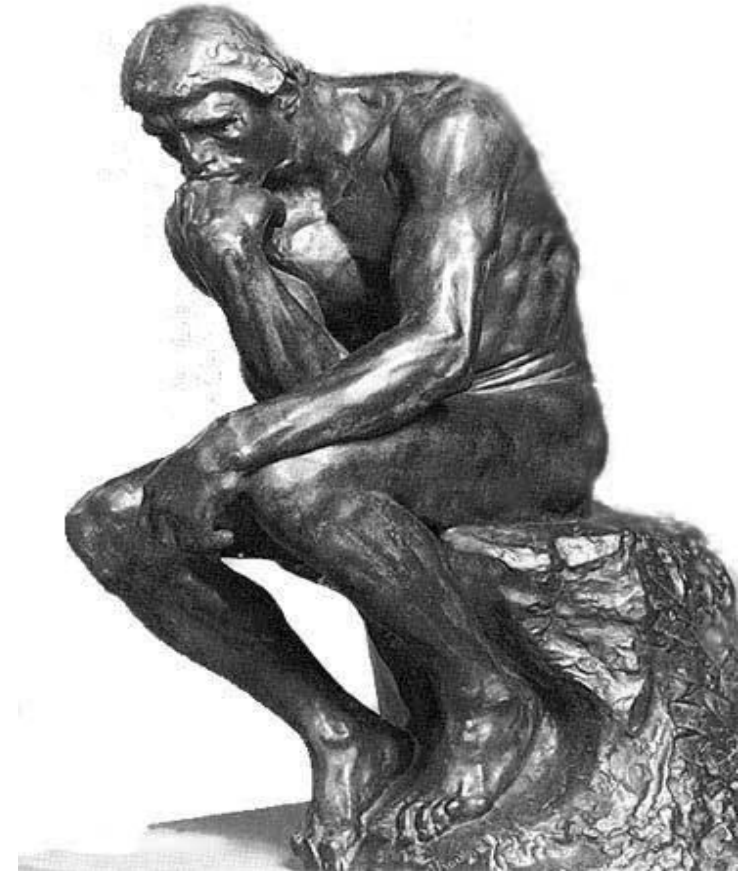






# Ethics

- Does knowing principles of influence a good or bad thing?





# Q&A



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