



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**

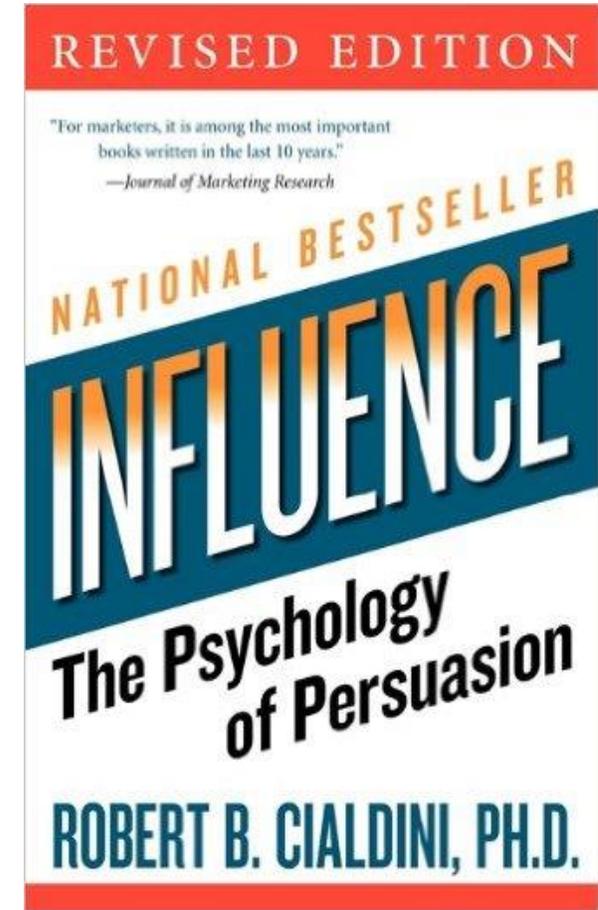
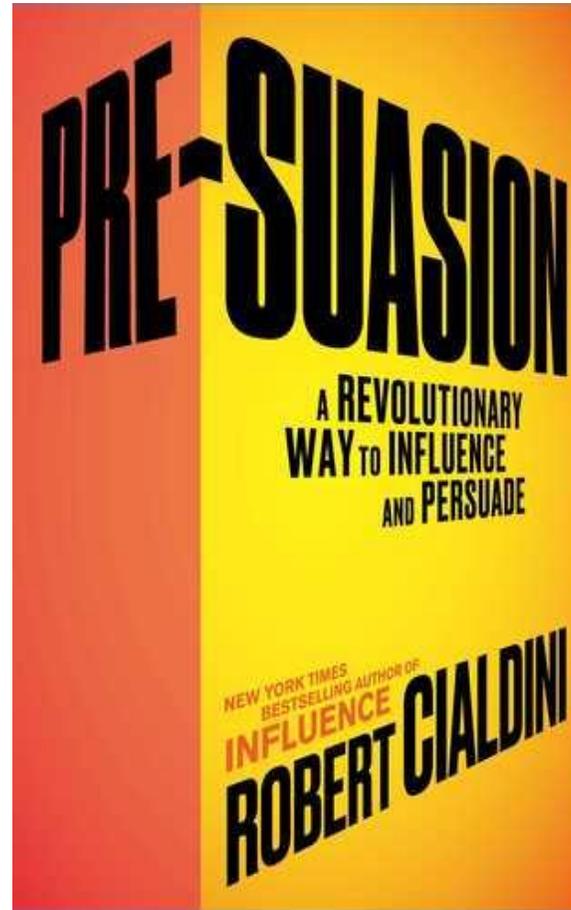
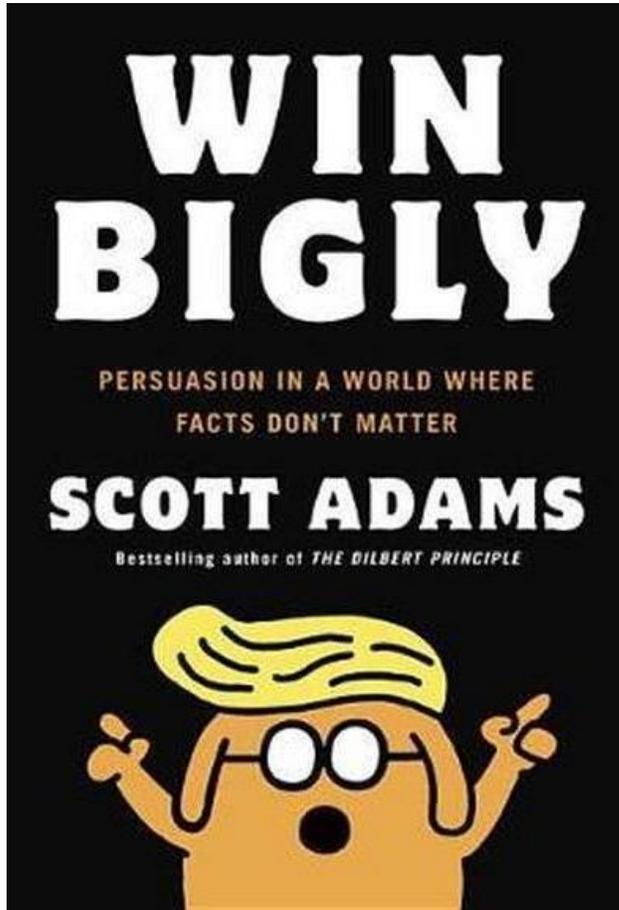


Today's Slides

- Go to www.bigjump.com.au
- Click on Resources Section



Reading List





Startup Sales Coach

Free Startup Sales Resources





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Question...

Why are you here?



TRUST

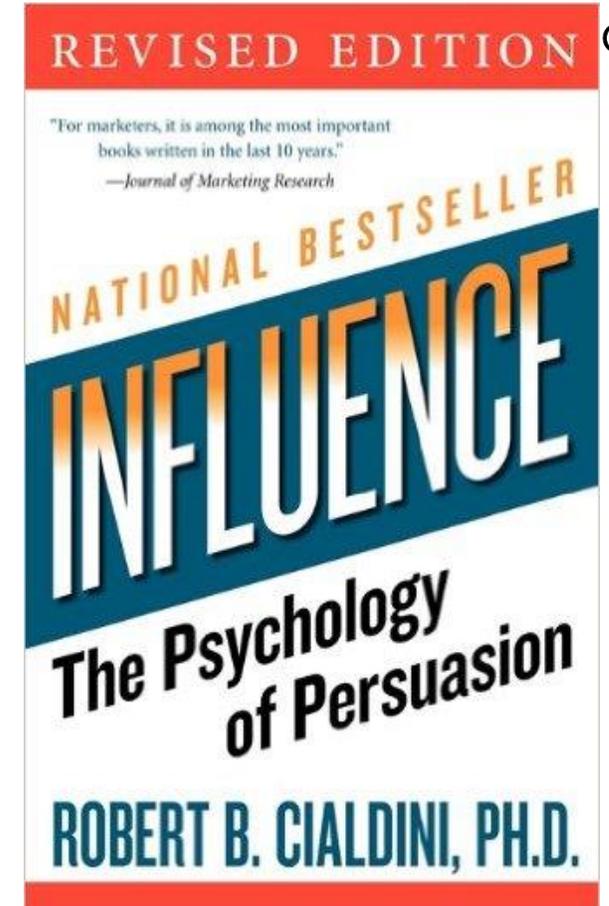
- Influence will occur when people trust us.
- Principles of Influence will support us being trust-worthy.
- Long term: influence skills will not help us if we are not trust-worthy





6 Principles of Influence

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



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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)





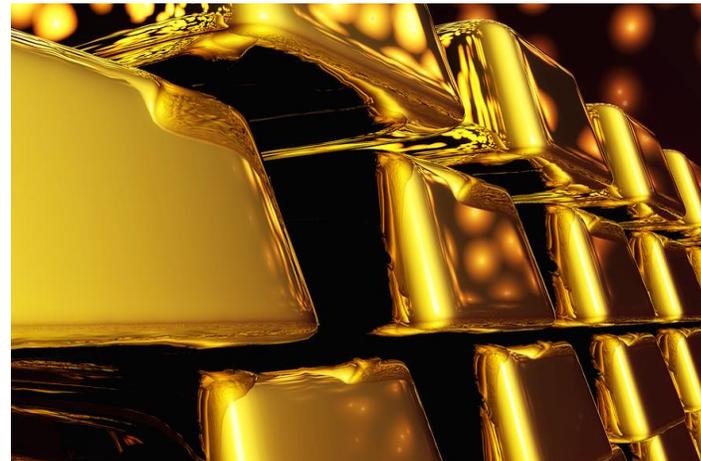
Scarcity

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.

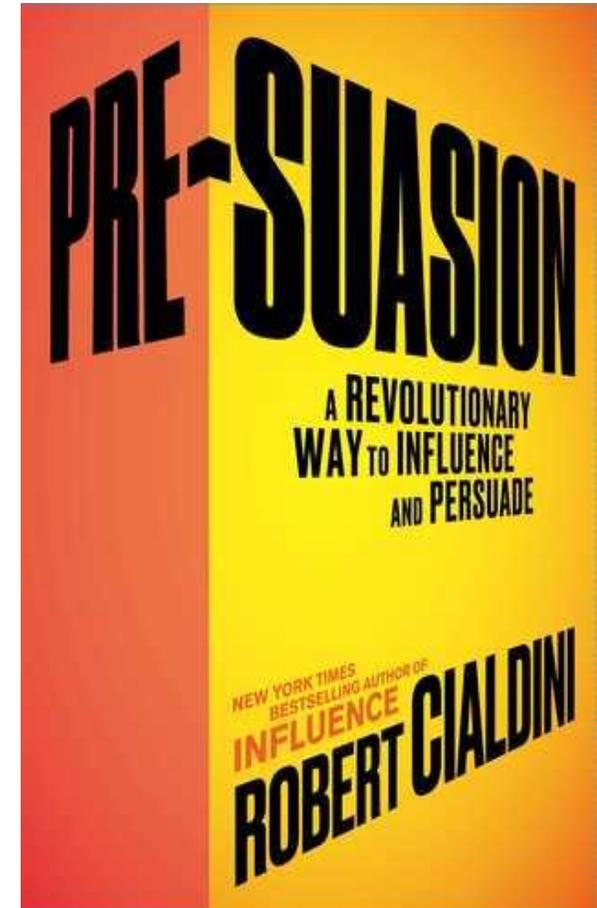
- *Family Ties*
- *Holocaust story*



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

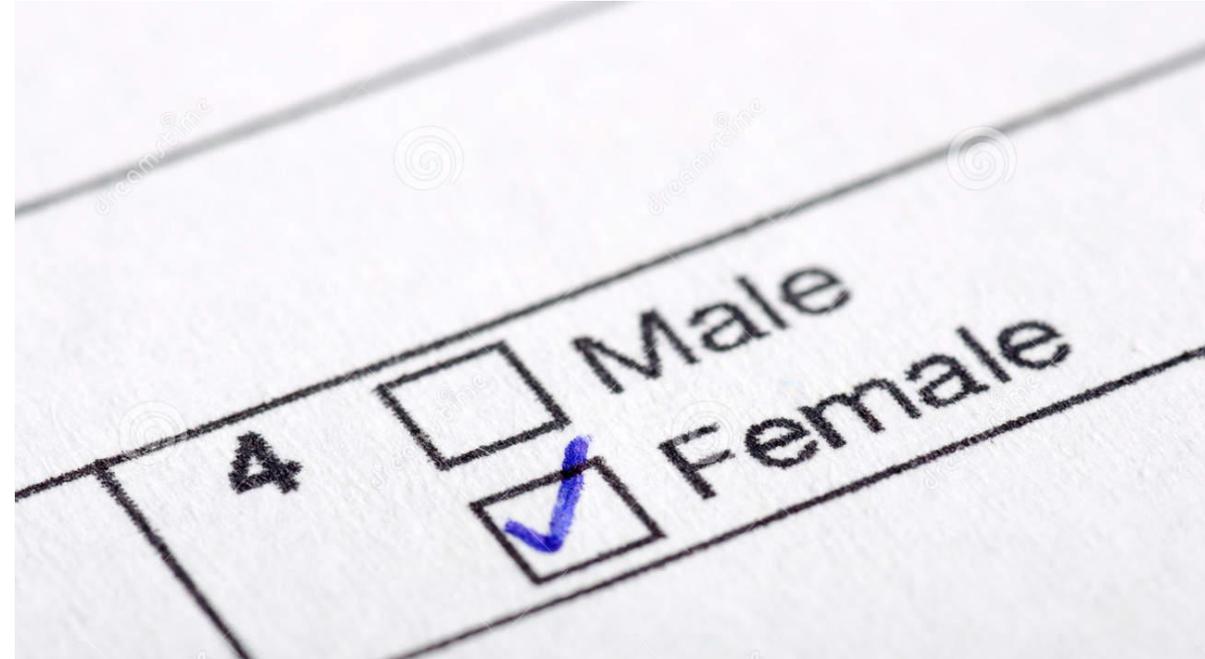
- Furniture bedding store
- Experiment on wallpaper displayed in entrance
- Coins
- Clouds





Pre-Suasion Example 2

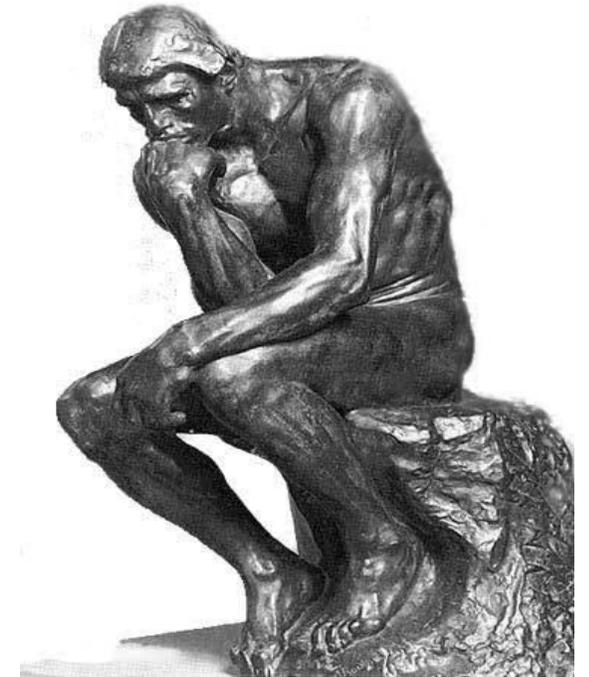
- Maths exam
- Women will perform less when
 - Male teacher present
 - Asked to select sex
- Why?
- Incorrect societal perceptions of gender affect perceptions.





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 1st and 2nd 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

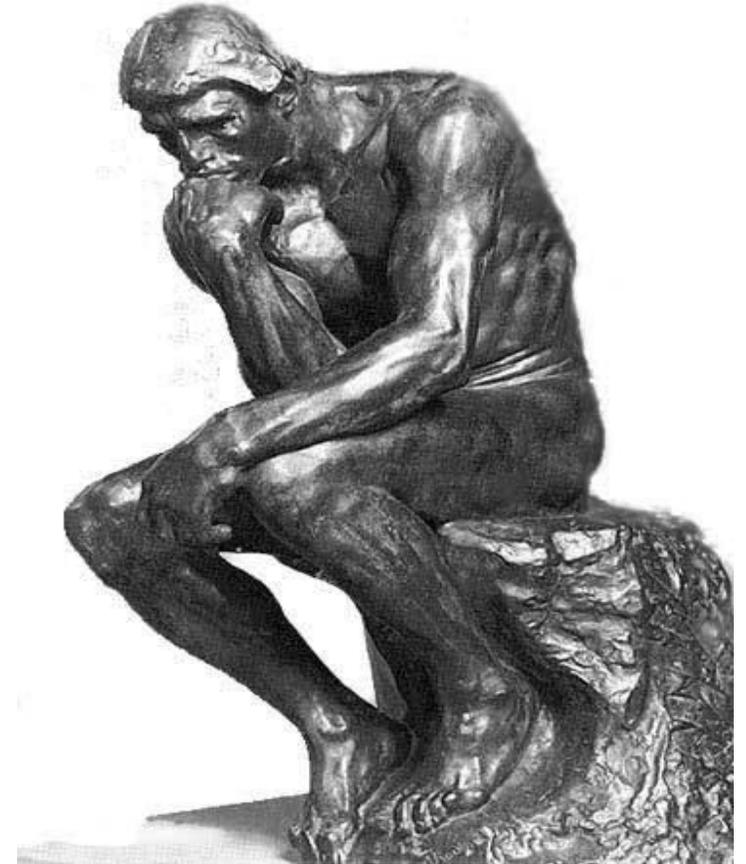
- Surveys – Placing of words causes influence.
How happy are you with our service?
- Question at start of meeting: ***Why are we here?***
- Where to sit in a meeting
- Photos in office / website





Ethics

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



Q&A



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