



Startup Sales Coach

# Practical Influencing Skills for Startups



# About Me

- 18 years of Enterprise Sales
- RCL mentor 5+ years
- Background in Technology & Services/Consulting



My Goal

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

# About You?

- Pre Start-up
- Start-up
- Small Business
- Enterprise
- Government



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# Question...

- Who are your big influencers?
- Why are they an influence on you?



# Influencers: born or made?

# Austin Powers?



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# World Leader



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# World Influencer



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# Natural Born Talent

- We are born with very few natural talents and skills.
- Excellence is borne of practice.
- You can be good at whatever you want.





# You can be an influence to...

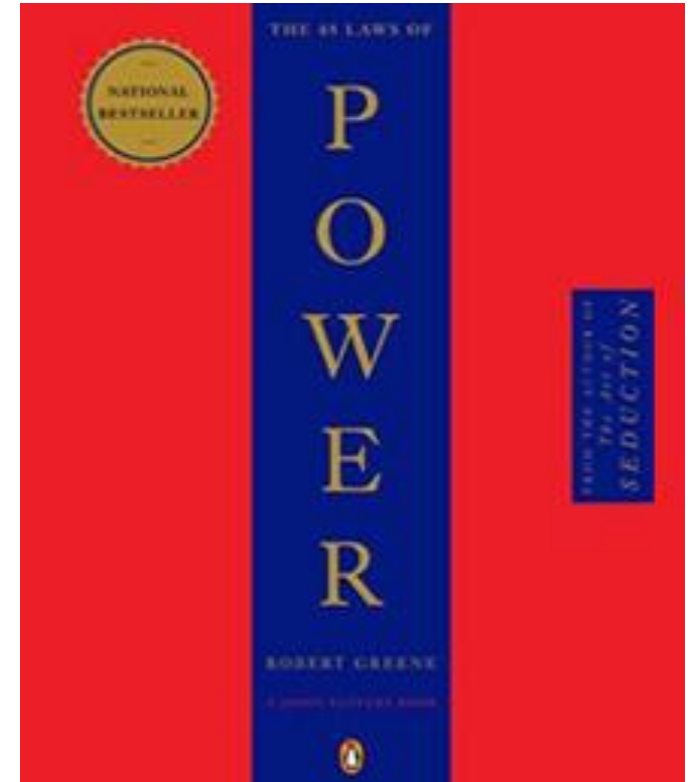
- Yourself
- Co-founders
- Investors
- Customers
- Partners
- General Public





# Law 25: Re-Create Yourself

- Do not accept the roles that society foists on you.
- Re-create yourself
- Forge a new identity, one that commands attention and never bores the audience.
- **Robert Greene / 48 Laws of Power**



# TRUST



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- We let those we trust influence us.
- Principles of Influence will support us being trust-worthy.
- Long term: influence skills will not help us if we are not trust-worthy

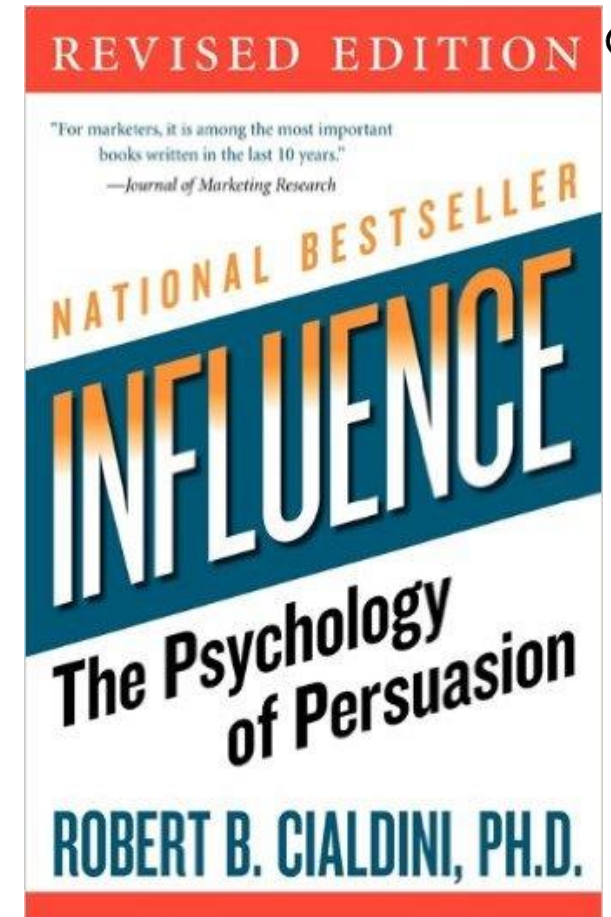




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# 6 Principles of Influence

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)





# Reciprocation examples

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





# Consistency

- ***We desire to be consistent in our behaviour.***
- Companies prefer to stay with suppliers even when unhappy
- If we vote in a particular direction, it would require a big change to disrupt





# Consistency examples

- Appeal to a prospects behavior that you want to encourage more (Management, Governance, Impartiality, Generosity etc)
- Get customers started on small payments.
- When pitching (B2B) to large customers, quote their mission statement in your presentation.
- Open collaboration when doing large deals. Allow people to give feedback, feel part of the process, which causes them to agree.



# 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)





# Social Proof

- Collect well known logos as customers
- Jaybird Sport in Apple stores
- Create great customer events (WWCD)





# 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)





# Liking examples

- 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





# Authority

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

## Examples

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





# Authority examples

- Build communities
- Be passionate and a spokesperson in your field
- Leverage media, SB, RCL, Advance QLD
- Get more customers!





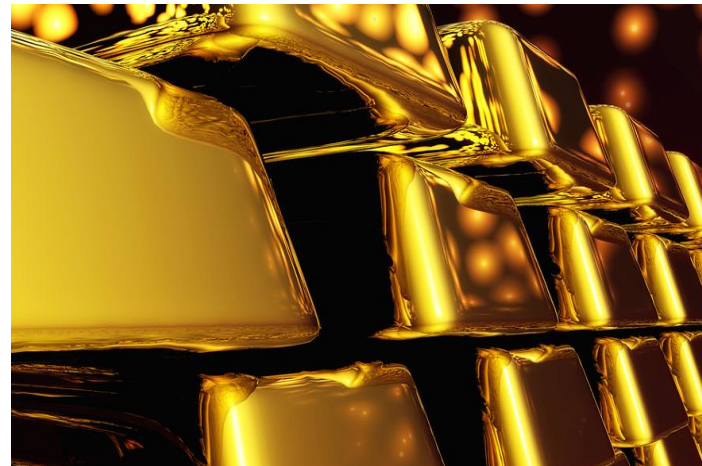
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# Scarcity

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

## Examples

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





# Scarcity examples

- Time limitation
  - Expiry date for special offers (SaaS)
- Quantity limitation
  - Limited offer (first 20 foundation customers)

# Cialdini's Seventh Principle of Influence is...



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## Unity



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

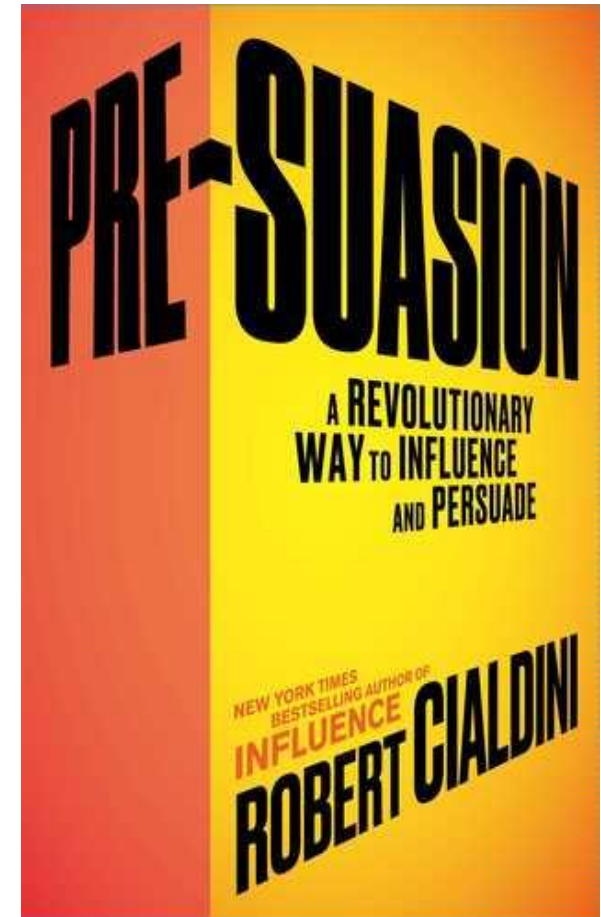
- *Family Ties*
- *Holocaust story*



# 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

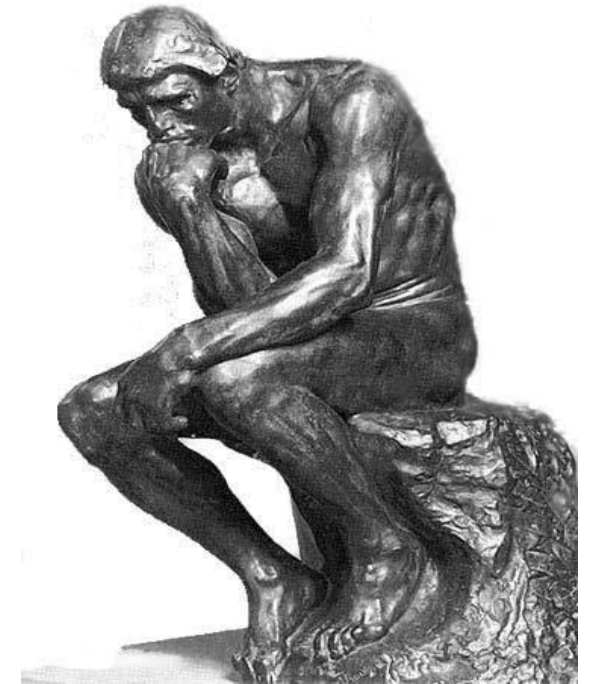
- Maths exam
- Women will perform less well in tests when:
  - Male teacher present
  - Asked to select sex in exam form
- Why?
- Incorrect societal perceptions of gender alters our behaviour.





# 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.

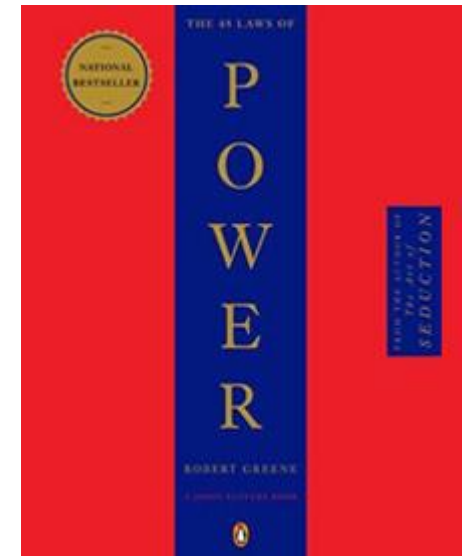
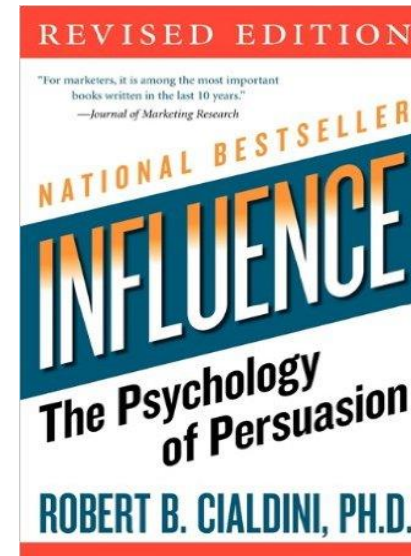
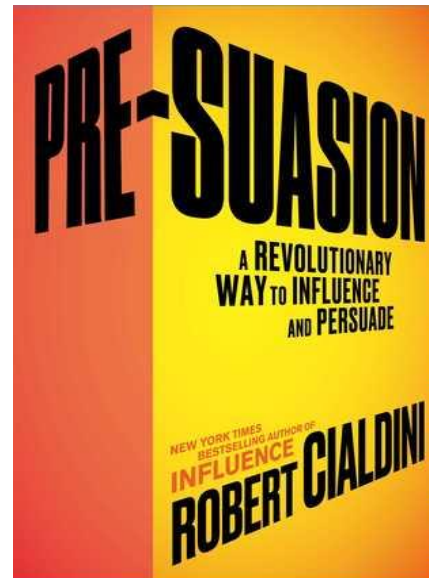
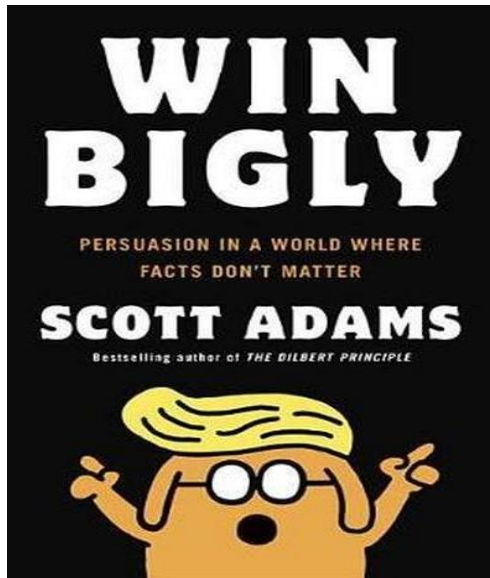




# Reading List



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# Q&A



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