

# Sales 101

April 24, 2019



## Save the date

- ~~• March 27~~ - ~~Sales vs Marketing~~
- April 24 - Selling 101
- Mai 15 - ABC (Always Be Closing)
- June 12 - German market seminar

# HABITS OF TOP PRODUCERS

What separates top producers from average producers?



# HABITS OF TOP PRODUCERS

What separates top producers from average producers?

- 1. Find a Way, NOT an Excuse**
- 2. Students of Their Game**
- 3. Great at time management!**

**QUESTION:**

What Is The Most  
Expensive Invisible  
Cost in Business?

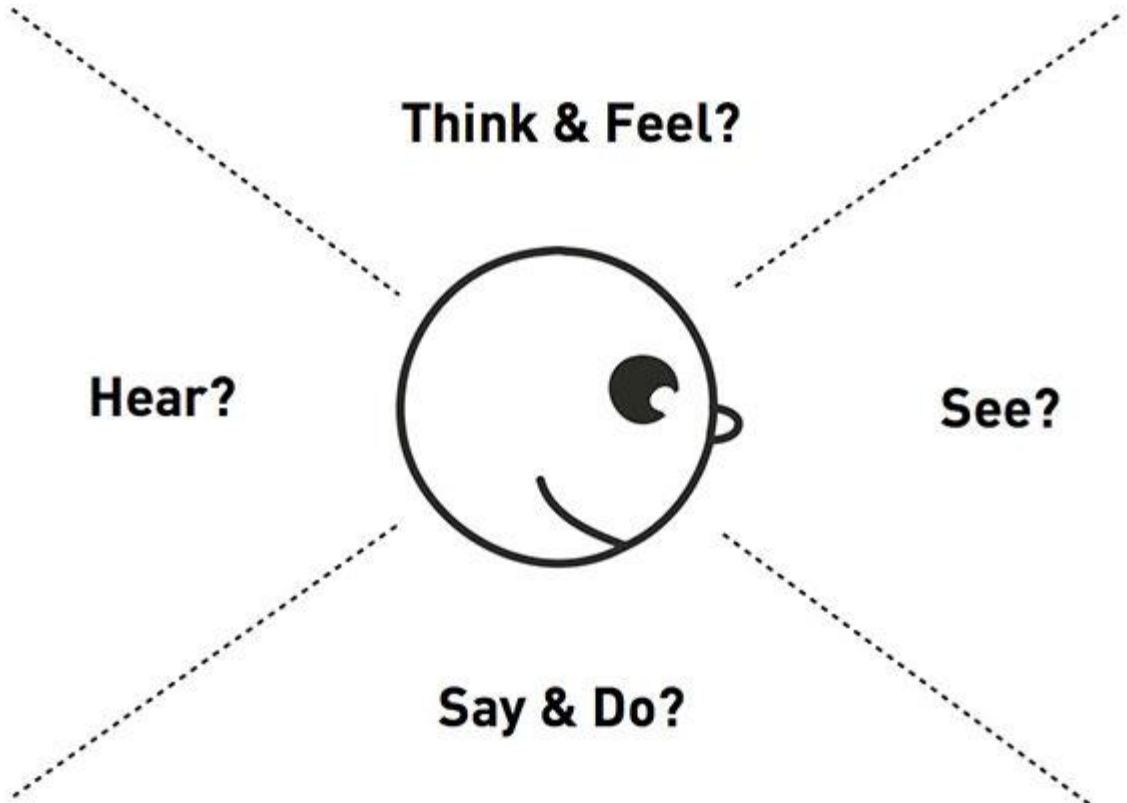

**ANSWER:**

Procrastination  
a.k.a “Creative  
Avoidance.”

By then, it'll be 2:00, and we have an appointment at 4:30, so it'll be too late to really start any work at that point.

But...





**Think & Feel?**

**Hear?**

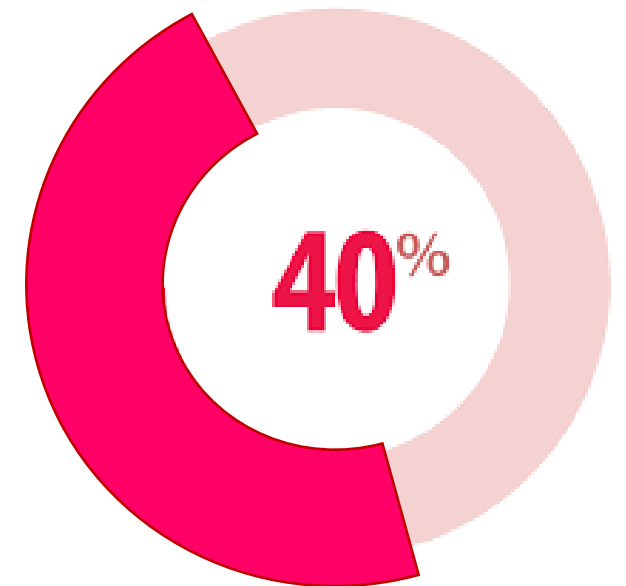
**See?**

**Say & Do?**

© Ernest Barbone

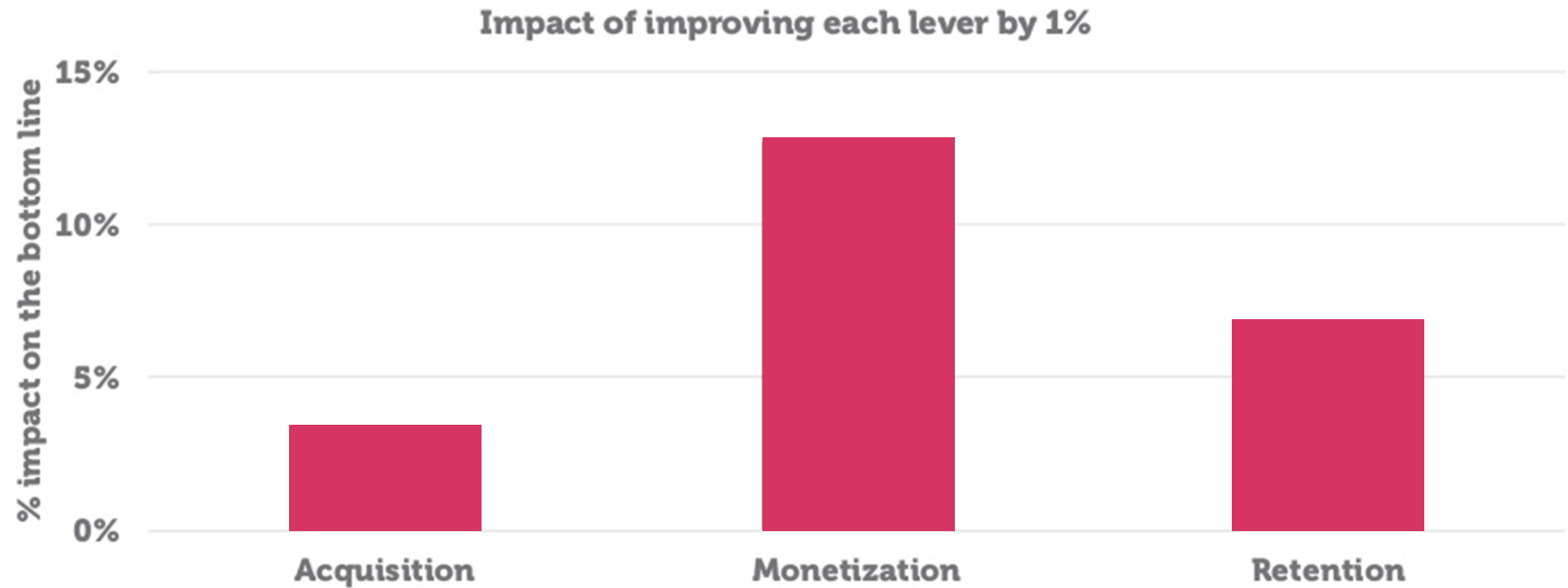
## How do I know if I have Product / Market Fit?

- How would you feel if you could no longer use ....?
  - Very disappointed
  - Somewhat disappointed
  - Not disappointed (it isn't really that useful)
  - N/A – I no longer use [product]





# What works for growth



N = Data from 512 companies



@PriceIntel



Low category awareness

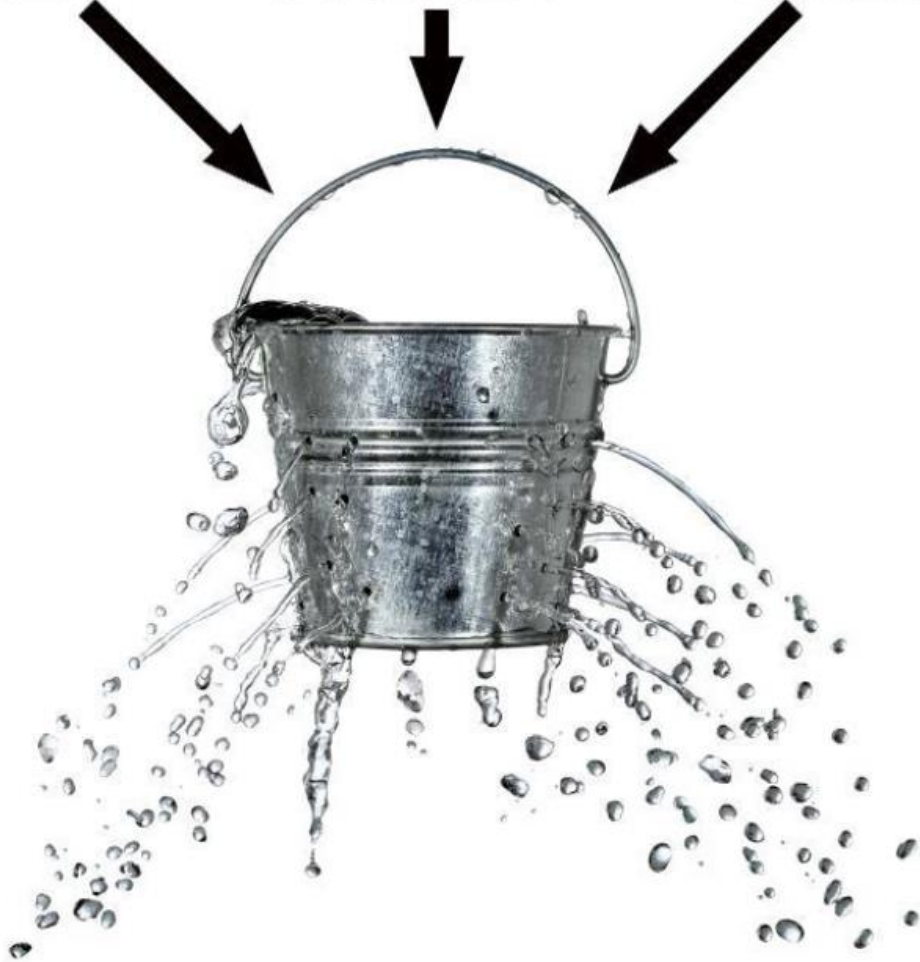


High category awareness



# Where is the focus?

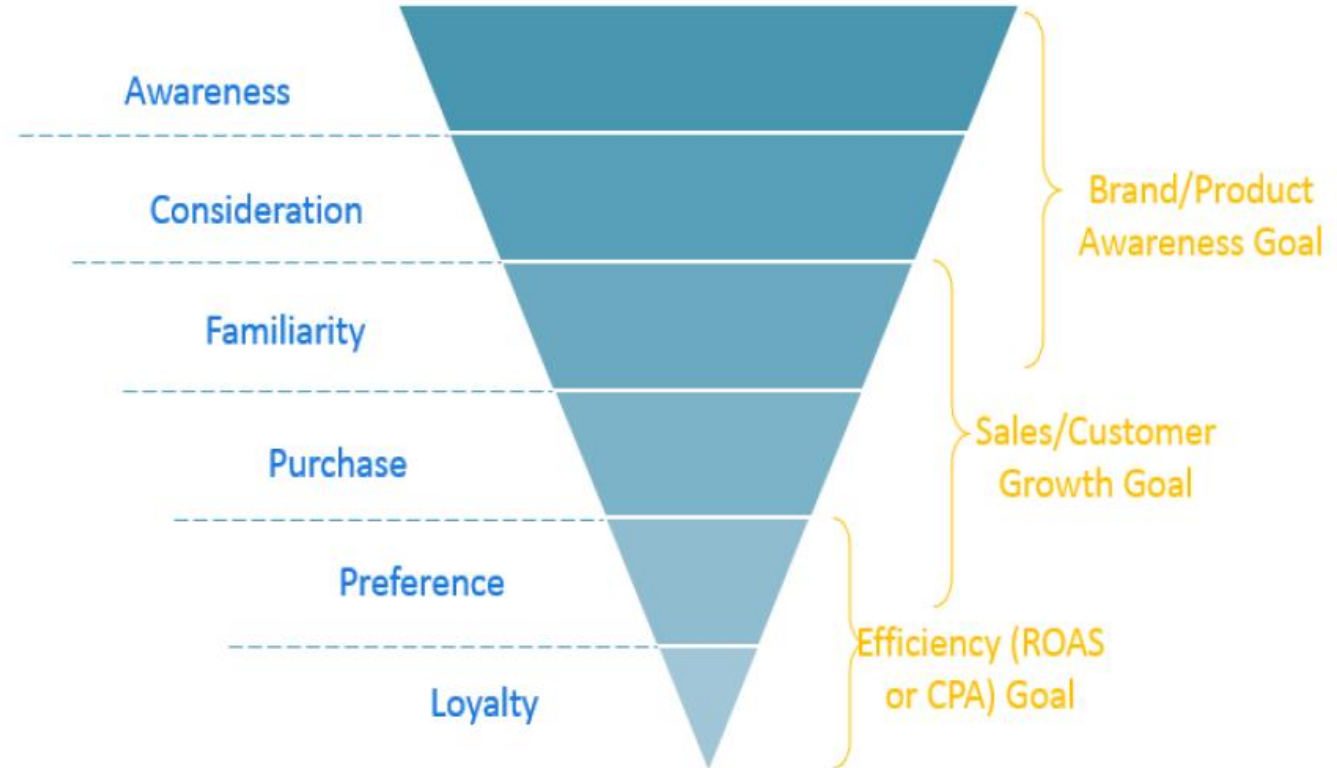
**TIME**      **MONEY**      **ENERGY**



- ★ Resources are always limited
- ★ You can fix up to 10 holes
- ★ Which holes are you fixing first? Is there a difference?
- ★ What that means in the contexts of your business?

# Where to spend the money?

- ★ Do you want more potential customers or more direct sales?
- ★ Efficiency - **bottom of the funnel**
- ★ Awareness - **top of the funnel**
- ★ If money matters you should start from bottom



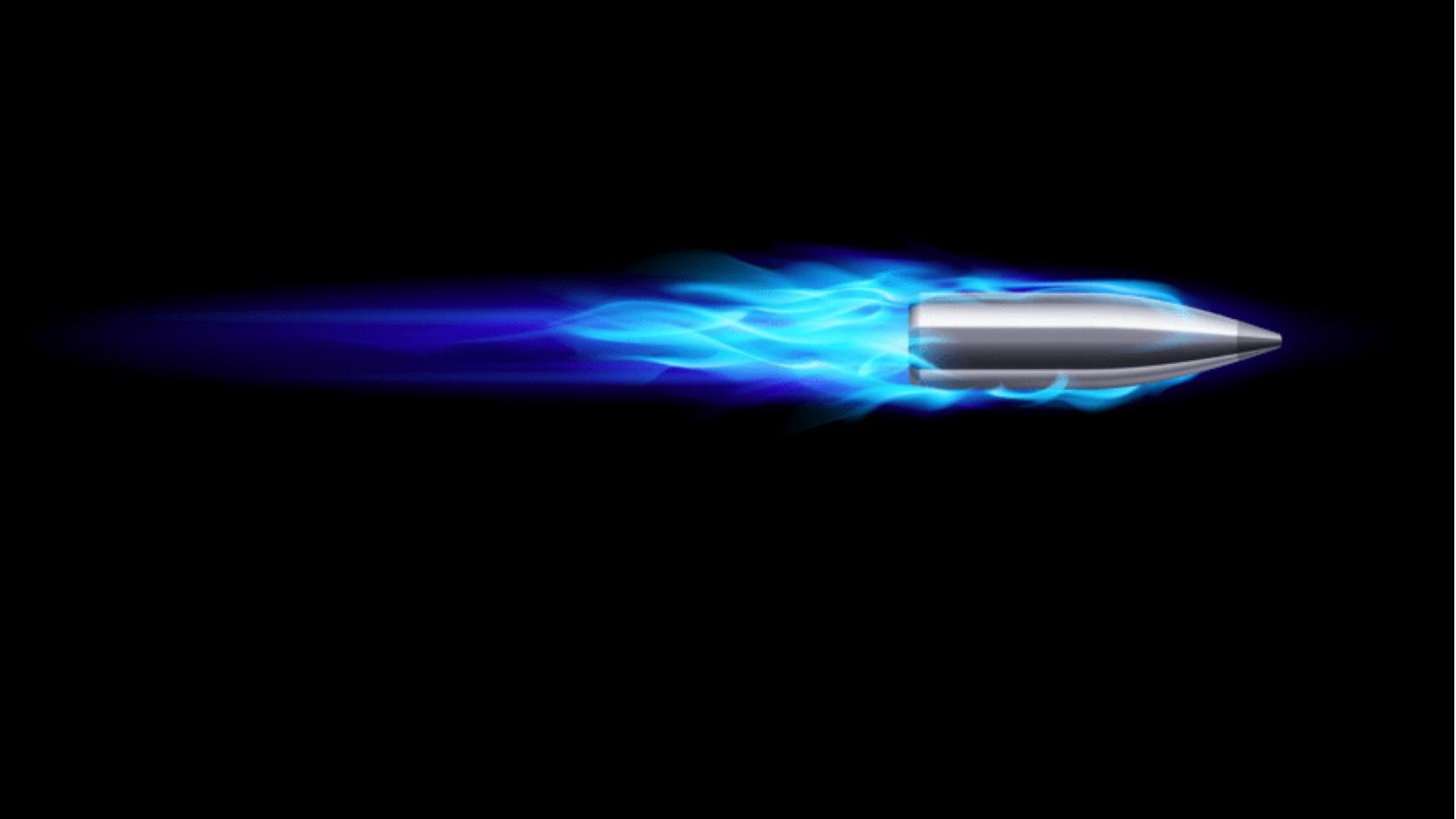
# Inbound vs outbound marketing



*Fitlap*

**From**

**ZERO TO 200K**



**Freakin' good service that solves users  
specific pain better than your  
competitors!**

Doesn't have to be perfect.





**Interreg**  
Estonia-Latvia  
European Regional Development Fund



# Sales 101 – Customer Discovery

April 24, 2019

# ABOUT ME

D2D sales

corporate R&D

founder & CEO

mentor / speaker / moderator

investor in 50+ StartUps



SPRAYPRINTER





Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	Customer				
Problem Hypothesis	Problem				
Solution Hypothesis					

Design Experiments			Riskiest Assumption	Results →	Invalidated		Validated	
Assumption	Assumption	Assumption			1	2	1	2
Assumption	Assumption	Assumption	Method	3	4	3	4	
Assumption	Assumption		Minimum Success Criterion	5	6	5	6	

**GET OUT OF THE BLDG**



I love you this much



[www.candysteinfo](http://www.candysteinfo)



**IF YOU'RE TALKING,  
YOU'RE NOT LEARNING!**





**SOUNDS GREAT,  
I LOVE IT!**







**I DON'T THINK YOU  
GOT IT.**



#199794997



**LOOKS GREAT,  
KEEP ME IN THE LOOP.**

2+2=5



## Some challenges

- You have no painful problem
- You are talking to wrong people
- Your MVP hasn't got unique value proposition
- You where asking wrong questions
- You didn't put a number on it

# The Mom Test

How to talk to customers & learn if your business is a good idea when everyone is lying to you

Your time is valuable. Don't risk wasting it by having bad customer conversations. Read this book!

Buy paperback

Buy ebook

Subscribe for updates



The Mom Test - How to talk to customers

Rob Fitzpatrick

"Ounce for ounce, there's no better way to learn what customers want and will buy than this wonderful little book. If you want your new product or new business to succeed, start here."

*John Mullins, author, The New Business Road Test, Getting to Plan B, and The Customer-Funded Business*

Rob Fitzpatrick

a Founder Centric book



## THE MOM TEST

How to talk to customers and learn if your business is a good idea when everyone is lying to you.

FOUNDER



**WHEN WAS THE LAST  
TIME YOU GOOGLED  
FOR A SOLUTION?**

## What the Fluff?

- Generic claims
- Future promises
- Hypothetical maybes









Anything generic is a lie

**I USUALLY...**

**WE ALWAYS...**

**I NEVER...**



**CAN YOU TALK ME THROUGH  
THE LAST TIME THAT  
HAPPENED?**



**I WOULD...**  
**WE WILL...**



**HOW DID YOU MAKE THIS  
DECISION LAST TIME?**



**I MIGHT...**  
**WE COULD...**



**WHY CAN'T WE JUST GET  
STARTED NOW?**



## You don't need

- A formal meeting
- Interview script
- Pay them
- An hour or more





## You do need


- Know what you want to learn
- Ask about their life




DO YOU THINK IT'S A  
GOOD IDEA?



**DO YOU THINK IT'S A  
GOOD IDEA?**



WOULD YOU BUY A  
PRODUCT WHICH SOLVED  
THIS PROBLEM?



**WOULD YOU BUY A  
PRODUCT WHICH SOLVED  
THIS PROBLEM?**



HOW DO YOU  
CURRENTLY DEAL WITH  
THIS PROBLEM?



**HOW DO YOU  
CURRENTLY DEAL WITH  
THIS PROBLEM?**



TALK ME THROUGH THE  
LAST TIME YOU HAD  
THIS PROBLEM?





**TALK ME THROUGH THE  
LAST TIME YOU HAD  
THIS PROBLEM?**




HOW MUCH WOULD  
YOU PAY FOR THIS?



**HOW MUCH WOULD  
YOU PAY FOR THIS?**



HOW MUCH MONEY  
DOES THIS PROBLEM  
COST YOU?



**HOW MUCH MONEY  
DOES THIS PROBLEM  
COST YOU?**

Talk to your customers.  
Find out what they need.  
Don't pay any attention to  
the competition. They're  
not relevant to you.

*Startup Quote!*



**JOEL SPOLSKY**

*CO-FOUNDER, STACK EXCHANGE*



**GoogleThatShit**



**Interreg**  
Estonia-Latvia  
European Regional Development Fund



# 101 QUESTIONS?

aleksander@createit.ee

Linked in



A always

B be

C closing

A after

I int

A

