

“Because nothing happens until something gets sold, entrepreneurs must develop the knowledge, skill and discipline necessary to succeed in sales.”

ART OF CONVERSATION:

Entrepreneurs have very little time to waste. Learn how to maximize the efficiency and productivity of every conversation you have.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. How comfortable are you asking for things? How comfortable are you with silence? What two words would people use to describe your conversation skills? How concise are you in your description of the business?
2. What are the impact questions you should be asking your customers? How will your product make a difference?
3. Listen to the founders featured in Founder Genius talk about their approach to these conversations. How can you ensure that you really listen to your customer?

Questions for your team, advisors, mentors

1. What two words would you use to describe your Founder's conversation skills?
2. When you first considered joining the team, how did the Founder convince you that this was an endeavor worth joining?
3. What could he/she have better described the business?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>