

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

ENTREPRENEURIAL SALES MODEL:

Traditional discussions of sales focus on the “sales cycle”. Entrepreneurial selling, however, must use a sales model to generate a “sales model cycle” that stretches the sales cycle at both ends. The sales model cycle encompasses the process of defining target customers, plans to reach those customers, how the interaction with customers will take place, and assessment of the process and relationships. Craig Wortmann explains this cycle, and here we explore how you can implement this method in your own entrepreneurial venture.

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. Can you articulate your sales model by answering these questions: 1. Who is your target? 2. How will you reach them? 3. How will you delight them? 4. How will you know if they are right for your business? 5. Where do you excel in the entrepreneurial sales process?
2. Have you narrowed your target market? How many filters can you apply to further narrow your target? Have you tailored your web and verbal messaging to talk directly to that target?
3. How will you generate leads? What questions will you ask either verbally or on your site to qualify those potential customers?
5. How will you know when you should hire professional salespeople? Mr. Kauffman hired salesmen one at a time as he could afford them. What will your approach be?
6. One entrepreneur in the Founder Genius series talks about sales experts. In the context of the sales model cycle what might this role be that is different from that of professional sales?

Questions for your team, advisors, mentors

1. How can you support the sales process?
2. How will you manage the relationship with these new customers?
3. How will you delight each customer?
4. What metrics will you use to figure out if these are the right customers for your 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>