Startup Management Sales

FRI 63749B

Exchange of a product or service (or promise:) for compensation

Types of customers

- Consumer to Consumer

- Business to Business

- Business to Consumer

Nature of sales

- One of

- Perpetual

Purchase process

- Problem/Need Recognition

- Information Search

- Evaluation of Alternatives

- Purchase

- Post purchase

Types of sales

- Initial sales

- Up-sale

- Cross-sale

KPIs

- Revenue

- Margin

- ARPU

- Cost of acquisition

- Paid vs. booked

Buyers

- Gatekeepers

- Deciders

- Influencers

Tools

- Pipeline/ funnel

- Customer relationship management CRM

- Follow up

How people buy?

https://m.youtube.com/watch?v=nUEC2BrHm74

In-group Bias

"Now everybody from the 313, put your mother-f*cking hands up and follow me".

Herd Behaviour

"put your hands up and follow me."

Availability Cascade

"look, look."

Distinction Bias

"Now while he stands tough, notice that this man did not have his hands up."

Ambiguity Bias

"this man."

Credential Bias

"one, two, three, and to the four."

Availabilty Cascade (again)

"one Pac, two Pac, three Pac, four."

Ingoup/Outgroup

"You're Pac, He's Pac,"

vs

"You're Pac, NONE"

List the Objections First

"I know everything he's got to say against me."

"I am white"
"I am a fuckin bum"
"I do live in a trailer with my mom"
"My boy, Future, is an Uncle Tom"
"I do have a dumb friend named Cheddar Bob who shot
himself with his own gun".
"I did get jumped by all six of you chumps"

Sympathetic Connection

"And Wink did Fuck my Girl"

Heroic Association

"I'm still standing here screaming "Fuck Tha Free World""

Humor Bias

"But I know Something About You"
(smile)

Outgroup

"You went to Cranbook."

"That's a private school."

"His real name's Clarence. And his parents have a real good marriage."

Credential bias

"There ain't no such thing as…"

"Halfway Crooks!"

Scarcity

"F*ck everybody"

"F*ck y'all if you doubt me."

"I don't wanna win. I'm outtie."

Readings

- https://en.wikipedia.org/wiki/Buyer_decision_process

- http://techcrunch.com/2014/01/18/how-to-get-an-mba-from-eminem/