

**Win in Sales or Life:
Have Confidence. Have
Fun. Have Self Respect**

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How “Nos” --> More “Yeses”

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QUALIFY

- Power Dynamic Shift: Don't put prospect on a pedestal, you're adding just as much value, if not more
- SDR Email Ex:
 - Weak: "Just for half an hour of your time, you can get a \$75 e-giftcard" →
 - Better: "I'm so confident this will be worth your while to get introduced, I'll even shoot over a \$75 Amazon e-giftcard after our call"
- AE Discovery Ex :
 - Weak: "This is the magic everything that will solve all your problems" (when you haven't even heard them out)
 - Better: "Not sure yet if this is for you..."



SAY NO

- “I’m not going to lower pricing or extend free trial...”
- You not only lower your standing in the dynamic but now prospect takes advantage of your generosity and expects more concessions, downward spiral
- But if you do give, always get something back!
 - Lower pricing if signed by EOD tomorrow



WALK AWAY

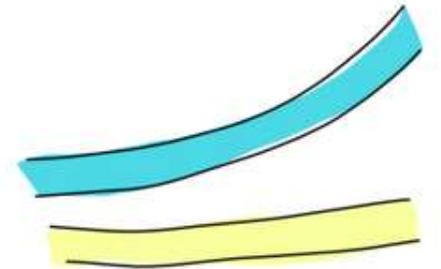
- Break Up Email Ex: “Hey Evans, Are you still interested in doing the free trial with Attentive? If seems like now isn't the best time anymore, no worries and we'll close your account out later this week to allocate resources elsewhere. But let me know if I missed something”
- If you follow up too many times, brand can sense the desperation, you killed the deal
- If they have all the info, you followed up ~3 times, they always come back



Create
abundance
to
naturally
care
less

MATTHEW EFFECT

THE OLD ADAGE "FOR TO HIM WHO HAS,
WILL MORE BE GIVEN." THOSE WITH
EXISTING STATUS, PRIVILEGE, WEALTH, ETC.
STAND TO BENEFIT EVEN MORE FROM IT.
IN OTHER WORDS, "THE RICH GET RICHER
AND THE POOR GET POORER."



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GABRIEL KRIESHOK

CONFIDENCE

- If you don't believe in the product or what you're saying, why would they?
- How to develop it? Familiarity
 - Listen to gongs
 - Conduct industry/competitor research
 - Read internal wikis, have a good grasp of all the case study examples

