

How to Sell Your Product

Daniel Bishop Chief Innovation Officer daniel@qualaris.com 602-448-9933 What?

What am I selling?

Who?

Who am I selling to?

How?

How am I selling it?

Other factors

Pricing, Complexity, Priorities (revenue/adoption), Competition

Critical questions

How do I get my first customer?

How do I get many customers?

How do I get an absurd number of customers?