Acting for a Customer Audience

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Professor of Entrepreneurship – 2015 – Mini 3
Nothing of me is original. I am the combined effort of everybody I’ve ever known.

- Chuck Palahniuk, *Invisible Monsters*
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What are you hoping to learn?
What are you hoping to practice?
What will selling get you (e.g. job, promotion)?
How much selling have you done?
What else?
We all know you are smart.
Let's avoid atrophy.
UP FRONT CONTRACT
BE MEMORABLE.
Find a friend...
What do you improvise?

- Cold Calls
- Email Communication
- Webinars (trust me)
- Meetings
- Conferences
- Demonstrations
Really? Yes.

PARTY SURVIVAL GUIDE FOR INTROVERTS
NEVER GIVE UP
Introducing Someone
Enter and Exit with Purpose
Building on each other…

The hungry queen
and king eat
carrot soup in
the castle.
TEAM TALK
USING ALL OF YOUR TIME
MIRROR, MIRROR
YES, AND
NO!
THANK YOU
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