

INTERNET LINKS*:

[CALENDAR](#) [MBA HOME PAGE](#) [WORKBOOKS](#) [MBA OFFICE HOURS](#) [CLASS REPLAYS](#)

* If prompted for a password, use the following password (all lower case): first-class

LINKS IN THIS DOCUMENT:

[TOPIC 1](#) [TOPIC 2](#) [TOPIC 3](#) [RESOURCES](#) [QUOTES](#) [HOMEWORK](#)
[EXERCISE SMC-1-1-1 for Topic 1**](#) [EXERCISE SMC-1-1-2-1 for Topic 2](#) [EXERCISE SMC-1-1-2-2 for Topic 2](#)
[EXERCISE SMC-1-1-2-3 for Topic 2](#) [EXERCISE SMC-1-1-2-4 for Topic 2](#) [EXERCISE SMC-1-1-3-1 for Topic 3](#)
[EXERCISE SMC-1-1-3-2 for Topic 3](#) [EXERCISE SMC-1-1-3-3 for Topic 3](#) [EXERCISE SMC-1-1-3-4 for Topic 3](#)
[EXERCISE SMC-1-1-3-5 for Topic 3](#) [EXERCISE SMC-1-1-3-6 for Topic 3](#)

SMC-1-1-1-1 Means SMC **SEMESTER 1 **CLASS 1** **TOPIC 1** EXERCISE 1

WORKBOOK FOR SALES, MARKETING & COMMUNICATION SEMESTER #1 & CLASS #1 (ALSO CALLED SMC-1-1***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-1-1-1: WHY IS SALES THE MOST IMPORTANT BUSINESS SKILL?](#) (CEOs, founders and all successful entrepreneurs can sell.)
- 2** [SMC-1-1-2: WHAT MUST WE DO BEFORE STARTING TO SELL?](#) (Understand who your ideal customer is. Always bond before business. Be a thought leader starting today.)
- 3** [SMC-1-1-3: HOW CAN WE SELL ANYTHING?](#) (Research + Give + Listen + Ask + Up-Sell + Cross-Sell.)

Please have this workbook open during the SMC-1-1*** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the following password (all lower case): first-class

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-1-1. If you can’t watch this class live, then Chris’ team will have an edited [replay](#) of the lesson online within one hour after this class has ended. You can also access the unedited replay by clicking on the class video link for each class in our [MBA calendar](#) (password is in lower case as follows: first-class).

TOPIC 1 OF 3: SMC-1-1-1: Why Is Sales the Most Important Business Skill?

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

EXERCISE SMC-1-1-1-1:

“CEOs, Partners in companies, successful job applicants, great entrepreneurs and the highest paid employees all have one thing in common, which is they can all...” (please type your answer in the box below):

“...in business are more important than product knowledge.” (type the answer in the box listed above to complete the sentence).

TOPIC 2 OF 3: SMC-1-1-2: What Must We Do Before Starting to Sell?

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

EXERCISE SMC-1-1-2-1: How does what we are selling help the customer?

Question 1: Does what you are selling **help** the customer **make** money? If the answer is yes, then in the box below type how (if applicable):

Question 2: Does what you are selling **help** the customer **save** money? If the answer is yes, then in the box below type how (if applicable):

Question 3: Does what you are selling **help** the customer be **more productive** or **happier**? If the answer is yes, then in the box below type how (if applicable):

QUESTION 4: If you can, try to incorporate an interesting statistic or interesting fact into your sales pitch. Type notes on ideas below if you want:

EXERCISE SMC-1-1-2-2: Who Is Your Ideal Customer?

Question 1: Where do they work?

Question 2: How can you help them?

Question 3: Any other things to note about them?

Question 4: Do they use competing products and why?

Question 5: Why is your product (or service) better than the competition?

Question 6: Anything else to document on who your ideal customer is?

EXERCISE SMC-1-1-2-3: How Can You Meet Your Customers?

1: One way to meet my customers is:

2: Another way to meet my customers is:

3: Yet another way to meet my customers is:

[Optional] Even more ways to meet my customers are:

EXERCISE SMC-1-1-2-4: Writing Your Book

1: I commit to writing my first book by:

2: One person I will tell this week about the deadline date for my book is:

3: Another person I will tell this week about the deadline date for my book is:

4: Yet another person I will tell this week about the deadline date for my book is:

TOPIC 3 OF 3: SMC-1-1-3: How Can We Sell Anything?

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(R) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Thanks:

EXERCISE SMC-1-1-3-1: Bonding Before Business

Type in the 10 boxes below what are 10 ways to bond with customers

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

EXERCISE SMC-1-1-3-2: Asking for LinkedIn Recommendations

Type in the 3 boxes which 3 people you will ask for LinkedIn recommendations and in brackets write the deadline date for when to ask them.

1:

2:

3:

EXERCISE SMC-1-1-3-3: Fire Me Up Ringtone!!!!

This is optional, but if you want to get a ringtone to get you fired up, please click the links below:

[CLICK MY TO GET YOUR ANDROID RING TONE](#)

[CLICK ME TO GET YOUR APPLE RING TONE](#)

EXERCISE SMC-1-1-3-4: Why Should Your Customer Buy from You?

In the boxes below, write 3 short reasons why the customer should buy your product or service (If this is hard, please revisit what you typed in “EXERCISE SMC-1-1-2-1: How does what we are selling help the customer?”)

1:

2:

3:

EXERCISE SMC-1-1-3-5: Anticipating What Customers Will Say About Issues or Problems with What You Are Selling

In the boxes below, write 3 potential issues or problems or risks that your potential customer might mention about what you are selling:

1:

2:

3:

EXERCISE SMC-1-1-3-6: How to Respond to the Problems that Customers Might Mention about What You are Selling

In the boxes below, write how you will respond to the 3 issues or problems or risks that wrote in the previous exercise (meaning exercise 1-1-3-5):

1:

2:

3:

RESOURCES (OPTIONAL):

Articles by Chris Haroun:

5 Ways to Use Fewer Words for Stronger Communication:

<https://www.inc.com/chris-haroun/5-ways-to-use-fewer-words-for-stronger-communication.html>

Why the Best Companies Always Have the Best Customer Service

<https://www.inc.com/chris-haroun/why-companies-like-apple-and-amazon-always-have-the-best-customer-service.html>

Transparency: The Most Important Factor of All Ethical Businesses

<https://www.inc.com/chris-haroun/how-intel-and-google-built-cultures-of-transparency-and-trust.html>

4 Questions You Must Answer to Close a Sale or Get Hired

<https://www.inc.com/chris-haroun/4-questions-you-must-answer-to-close-a-sale-or-get-hired.html>

3 Reasons You Need Mentors to Succeed in Business and Life

<https://www.inc.com/chris-haroun/3-reasons-you-need-mentors-to-succeed-in-business-and-life.html>

How to Know When to Stop Talking in Any Negotiation

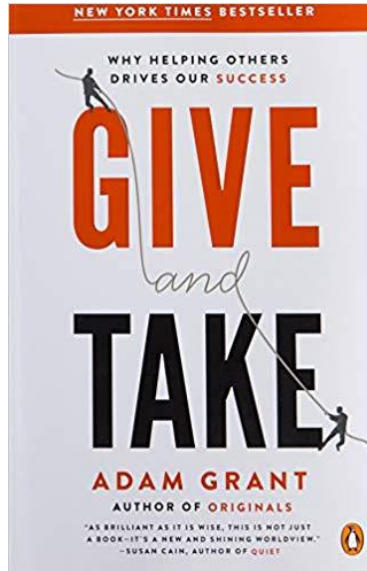
<https://www.inc.com/chris-haroun/the-single-most-common-sales-mistake-that-can-kill-any-deal.html>

Why Are There So Many “Move from the Mail Room to the Corner Office” Stories?

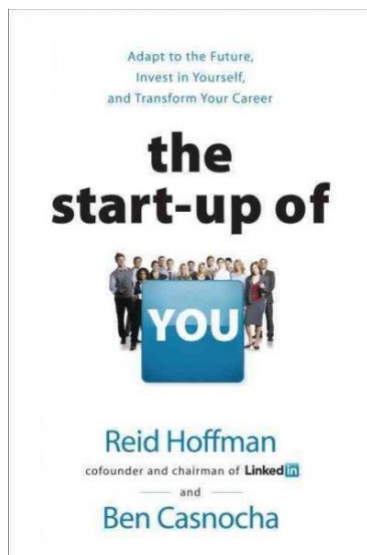
<https://www.linkedin.com/pulse/why-so-many-move-from-mail-room-corner-office-stories-chris-haroun/#targetText=Barry%20Diller%20started%20out%20in,from%201930%20to%201969...amazon!>

Optional Resources: Books:

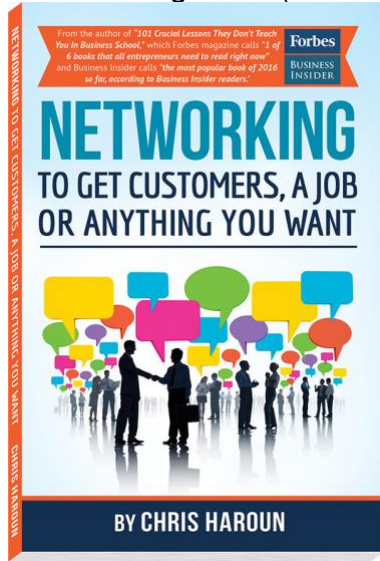
[Give and Take by Adam Grant:](#)



[The Start-Up of You by Reid Hoffman:](#)



My free Networking Book (free download at www.HarounVentures.com)



Optional Resources: YouTube Videos

[5 Simple Rules to Help You Sell Anything:](#)



[Why Sports is the Best Topic to Discuss in All Business Meetings:](#)



[Interview Better, Sell More & Get a Promotion Faster by Being You](#)



[How to Meet Any CEO:](#)

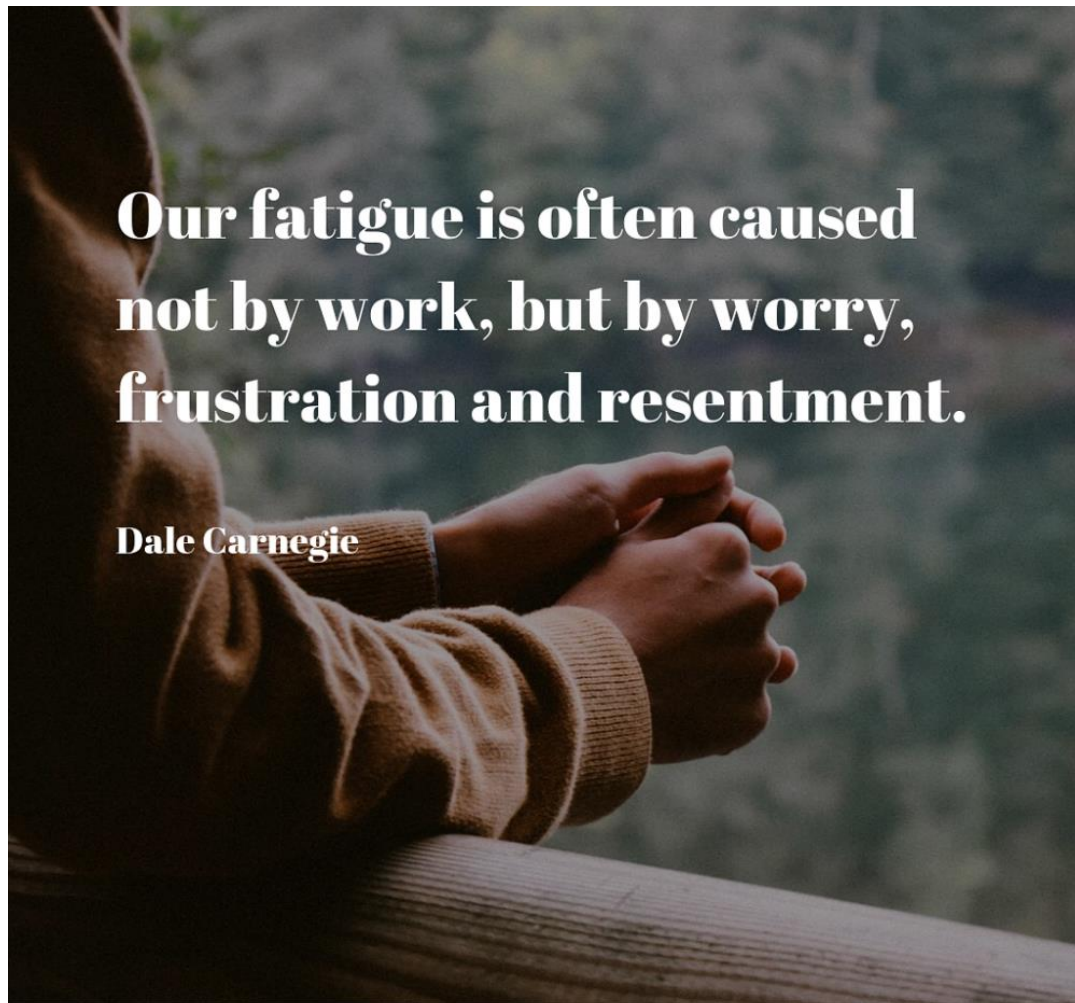


QUOTES:

“Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service.” – [Brian Tracy](#)

“Don’t find customers for your products, find products for your customers.” – [Seth Godin](#)

“Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune.” – [Jim Rohn](#)



HOMEWORK:

Please complete the quiz associated with the lecture within 7 days at this link thanks:
<https://harounventures.com/platinum-and-gold-classes-link>

[Optional] Get your fire me up ringtone! Write your book and spend more time thinking about the answers to the many questions in this Workbook.