

From the author of *"101 Crucial Lessons They Don't Teach You In Business School,"* which Forbes magazine calls *"1 of 6 books that all entrepreneurs need to read right now"* and Business Insider calls *"the most popular book of 2016 according to Business Insider readers."*

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# SALES

# 101



# HOW TO SELL ANYTHING

# CHRIS HAROUN

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# SALES 101

## HOW TO SELL ANYTHING

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by Chris Haroun

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## CHRIS HAROUN

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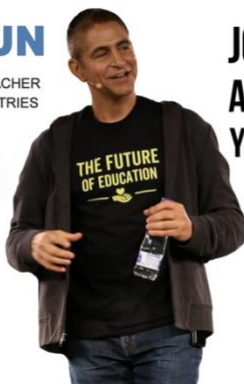
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TAKE YOUR CAREER TO THE  
**NEXT LEVEL****

Thank you!



Sales 101: How to Sell Anything ®

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## **Dedication**

To my Mom and Dad who gave me the faith and confidence to know in my heart that you can accomplish anything in life. I also dedicate this book to my students that inspire me so much!

My humble purpose is to help you find your passion in your career, per this video: [please click the following internet link or type it in your browser all lowercase]:

[haroundeducation.com/101career](http://haroundeducation.com/101career)



## **Purpose of this Book**

This book will help you take your sales skills to the next level. The most successful people in all aspects of business and in life have one thing in common: they can sell.

In this book you will learn how to sell a product or a service or yourself, so you can get more customers, a raise, a promotion and even a job.

The author of this book (Chris Haroun) has a lot of sales experience as he has sold well over 1 million business courses in every country. He has also raised and managed more than \$1 billion.

He is a best-selling business author and has work experience at Goldman Sachs, in the venture capital and in the hedge fund industries at top firms. He has helped many of his clients and students sell products, services, or themselves to get the customers or the job of their dreams.

In this book on how to sell anything, he teaches you 49 of the best sales tips to help you take your career or your business to the next level, including optional exercises, downloads, and all of the tools you need to succeed and sell more.

In this book you will learn many sales skills based on Chris Haroun's experience and based on the many billionaires and CEOs he has met with, worked with, and helped over the past few decades. There are 3 sections in this book as follows:



## **About the Author**

Chris Haroun is the CEO and founder of Haroun Education Ventures, Inc (see [HarounMBA.com](http://HarounMBA.com)). He is also an award-winning business professor and bestselling author. His courses have been profiled in Business Insider, NBC, Inc, Forbes, CNN, Entrepreneur & on other business news websites. Chris is the author of the #1 bestselling online business course called "An Entire MBA in 1 Course®" & many other courses. According to Business Insider "Haroun is one of the highest rated professors, so you can expect to be in good hands through the course of your education."

He's the author of the book "101 Crucial Lessons They Don't Teach You in Business School®," which Business Insider wrote is "the most popular book of 2016." Forbes called this book "1 of 6 books that all entrepreneurs must read right now."

Chris is an MBA graduate from Columbia. He also has work experience at hedge fund giant Citadel, consulting firm Accenture & several firms that he has started, including an investment firm that had a venture capital investment in Facebook several years before the Facebook IPO.

He is a frequent guest lecturer at several Bay Area MBA schools including Berkeley & Stanford. He also has an undergraduate degree with a major in Management Information Systems & International Business from McGill University where he is a McGill University Dobson Fellow (awarded for his work mentoring students with startup business models).

He has founded several companies & has served on the boards of several Bay Area companies & charities, including [LEMOfoundation.org](http://LEMOfoundation.org) & Providing Opportunities for Women.

He lives in Hillsborough, California with his wife and 3 sons (who all love the Toronto Blue Jays)!

He is passionate about education as he believes that all problems can be solved via education. Chris also teaches his Haroun Education Ventures MBA Degree Programs® online. Chris lives by this quote: “Don’t expect to accomplish your dreams in life unless you help others accomplish theirs first.”

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## **INTRODUCTION**

The most successful people in all aspects of business and in life have one thing in common. They can sell. In this book I will teach you how to sell a product or a service or yourself so you can get more customers, a raise, a promotion and even a job.

Welcome to Sales 101: How to Sell Anything. In my career I have humbly sold well over 1 million courses in every country and before I taught online, I sold many IPOs when I worked on Wall Street at Goldman Sachs. Also, when I worked in the hedge fund and venture capital industries, I have raised and managed more than 1 billion dollars by meeting with and selling to small and large investors all over the world.

When I worked in the venture capital industry, I invested in pre-IPO companies like Facebook and Palantir. In the VC industry, I helped many companies I invested in, and I sat on the boards of get many large customers.

In the companies I have started, I have sold products and services to many different industries. I have also helped many of my students to sell products, services, or themselves to get the customers or job of their dreams.

In this book on how to sell anything, I teach you 49 of the best sales tips to help you take your career or your business to the next level. I provide you with optional exercises, downloads, and all of the tools you need to succeed and sell more.

The one thing all successful CEOs, partners and entrepreneurs have in common is the ability to sell. In this

book I will teach you many sales skills based on my experience and based on the many billionaires, and CEOs I have met with, worked with, and helped over the past few decades. This book will help you take your sales skills to the next level.

In order to download the optional workbook for this book, please go to [harouneducation.com/sellanything](http://harouneducation.com/sellanything) [all lower-case]. If you want, you can download the workbook for in either Microsoft Word, Google Docs or PDF format as we're going to do some very fun exercises together.



All three workbooks contain the exact same content. There's a PDF version, there's also a Microsoft Word version and there's a Google Docs version that a lot of my students love to use.

As I discuss each tip, if you want in the workbook you can think about how each tip can help you sell more or get more meetings with people or get an informational meeting and sell your product and get the job... or get a raise even from your boss. There are a lot of optional exercises that I mention in this book that I'll go over with you so I can help you take your sales game to the next level.



## **PART 1 OF 3: HOW TO USE SALES PSYCHOLOGY IN ORDER TO SELL MORE**

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*“Before LinkedIn and other social networks, in the sales world, ABC stood for Always Be Closing. Now it means Always Be Connecting.”*

– Jill Rowley

## **LESSON #1: SMILE & TALK BUSINESS LATER (ESTABLISHING A GREAT FIRST IMPRESSION)**

You never get a second chance to make a first impression. Remember that person that you met once, and you were in a very serious mood when you met (instead of being in a social mood)? And that first meeting you had with them actually set the tone for the entire business relationship or lack thereof with that person.



A rookie mistake in business is to start talking about business right away. Don't jump into discussing business right away. If you do that, then you're going to lose the priceless chance of bonding with them in order to perfect your first impression.

Remember to smile as well; just be yourself. Mother Theresa once said, *"let us all meet each other with a smile, for the smile is the beginning of love."*

In your first meeting, what do you talk about? Well, what you do is you go to their Twitter profile, and you see who they follow. If they follow baseball (or any sport), for example, then find a way to talk about baseball (or the sport they are interested in). I love baseball and sports is great boardroom talk. If they follow comedians or entertainers, bring that up in a natural and non-obvious way.

Just talk about something you're passionate about that they're also passionate about as well, based on who they follow on their Twitter profile or on their Instagram profile. You can even go to their LinkedIn profile and see if you have any connections in common with them or check out who they follow on LinkedIn or what groups they're in on LinkedIn.

I promise you that you will find something in common with them. Now, if you can't do this, then read the top news websites that day that are relevant to the persona you are meeting with. You can familiarize yourself with current events and talk about that during your first meeting with them.

Your best customers can become great friends with you. So, get to know them well before conducting business. Ask them where they're from and what they love in life and just create a personal bond with them. That first impression is important and don't talk about business until you get to know your customers or business partners.

Relationships are always more important than product knowledge. Once you understand who your customers are and what their needs are, then you can tailor your product or service to fit their needs and help them with their goals.



**Optional Notes for Lesson #1:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #1: Networking is the Answer

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101networking](http://harouneducation.com/101networking)



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*"Establishing trust is better than any sales technique."*

– Mike Puglia

## LESSON #2: HELP YOUR CUSTOMER

Lesson number two is helping them achieve their goals, by realizing that three things usually motivate people in business:



Number one, they want to make more money.

Number two, they want to get promoted.

Number three, or threeth as my son says, they want to enjoy what they do.

So how can you help them make more? I provide students with many templates that you can complete and bring with you to any meeting. In order to download and complete the templates, and watch the instructional videos on how to complete the templates, please go to:

[harouneducation.com/tip2](http://harouneducation.com/tip2) [all lower-case]

If it's a salesperson that you're meeting with, network, and meet with potential customers. And then during the meeting with the customer that works in sales, you can give them a one pager with the names of people that you networked with over LinkedIn that might become customers of the salesperson you're meeting with. If that sounds like a lot of work, then you have to ask yourself, how badly do you want this customer or this job?

If it's somebody that works in operations or human resources, then do research on a new product, or an app, or a website, that can help them much more efficiently do their job. And I provide you with templates to help you do this as well, because every battle is won before it's been fought. So always go into a meeting with the philosophy of helping them. Give and you'll receive. It's prophetic, and it's been

true since the beginning of time. And give generously with your heart when it comes to helping others.

**Optional Notes for Lesson #2:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #2: Cut These People Off (Get Them Out of Your Life)

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101cut](http://haroureducation.com/101cut)



*"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times."*

– Bruce Lee

### LESSON #3: OVER-PREPARE FOR MEETINGS

If your competition only spends five hours preparing for a meeting, then spend 50 hours preparing. If your competition spends 10 hours preparing for a meeting, spend 100 hours.



Every battle is won for it's been fought. Bring many exhibits to meetings and leave them in your briefcase and pull them out of your briefcase if you need to show them your exhibits. Put your resume on one side of the paper and the exhibit(s) on the other side if you want to. I've done this many times in interviews and I've gotten hired because of this.

You have to also anticipate what questions the interviewer is going to ask you before the interview. When I had my many interviews at Goldman Sachs, I completely overprepared. I wrote down over 100 questions that I thought they might ask me, and then I recorded myself answering the questions over and over and over again. While listening to the recording, I thought to myself, did my voice sound too monotone? Did I sound I'm too arrogant or confident? Did I sound nervous? No way. Were my answers short enough? Remember less is more. And did my answers sound interesting and engaging, et cetera.

A friend of mine that teaches at Stanford Business School was one of the early venture capital investors in Facebook. And of course, I asked her why she was successful in winning the investment mandate as a venture capitalist with Facebook? She told me that she overprepared for the meetings with Mark Zuckerberg. What she did was she brought three different term sheets, meaning three contracts

to the meeting. And each one of those term sheets or contracts, have three different dollar values.

She gauged Zuckerberg's level of criteria for the investment mandate, and she was able to pull out the term sheet, meaning the contract, with the terms that Zuckerberg was asking for. Her competition only brought one term sheet each. And as a result of overpreparing, she won the investment mandate, and she made a fortune.



**Optional Notes for Lesson #3:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #3: Top Tips for Corporate Success

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101success](http://harouneducation.com/101success)



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*“Learn the rules like a pro, so you can break them like an artist.”*

-Pablo Picasso

## **LESSON #4: BODY LANGUAGE**

In addition to smiling, try not to cross your arms, as subliminally this indicates that you're not as open-minded. Also, when it comes to eye contact, I read a great book by Larry King, who had the number one interview show on CNN for decades. King said when it comes to eye contact, every now and then look left or look right, as it's intimidating to always make eye contact. And of course, never look over their heads, as this appears intimidating as well.



In addition, when you brag about your accomplishments, which you have to do in an interview, you can look down when you tell them that you “humbly were the top-performing salesperson at your company”, for example. Use your hands as well, as I find that this makes you sound more passionate about what you're talking about, because your delivery is crucial. Maya Angelou once said, "People might not remember what you said, "but they'll never forget the way you made them feel."

**Optional Notes for Lesson #4:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #4: How to Improve Your Public Speaking Skills

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101speak](http://harouneducation.com/101speak)



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*“There are no limits to what you can accomplish, except the limits you place on your own thinking.”*

– Brian Tracy

## **LESSON #5: CLOTHING AND COSMETICS**

Be the man or woman you want to become; the way you carry yourself is the way others will treat you. People will respect you if you take the time to dress well.



Dress the way a person would one level above you in your job. Before you get promoted, you actually have to prove that you can do the job one level above you and the way you dress should be similar to the position you are working so hard to get recognized for. When it comes to marketing and advertising psychology, when toy companies make commercials, the age of the kids in the commercial is always at least one year older than who they're actually marketing to.

If you take time to look good, people will think that you are confident and hence competent, and you'll feel more confident too. An executive or a salesperson that dresses like a slob is perceived to be less reliable, dependable, and less successful of course. If you don't know what to wear for a job interview, go to the company's website and just look at a picture of what they're wearing. Alternatively, you can go to their LinkedIn profile and look at profile pictures of people that are going to interview you and dress in line with their style. Dress well and excel.

In terms of cosmetics, because we all use Zoom a lot more for obvious reasons, there are some tips on how to look more presentable. All actors and all people on television wear makeup, in order to reduce how shiny you look. Before you do online meetings put powder on your face. I didn't know how to do this before my wife taught me and I went to a drug store and the person at the drug store actually had to

look at my skin color to give me the right color of powder. I had no idea. This was all new to me, but it helps you, I promise you. Here are links to the product I use for powder and the brush to put the powder on (if you are reading the paper version of this book, please go to [harounmba.com/cosmetics](http://harounmba.com/cosmetics) – all lower-case):

- [Rimmel Stay Matte Pressed Powder](#)
- [Sephora Airbrush](#)

Also, if you don't get enough sleep what you can do is use a product called [Hydra Energetic](#). This has caffeine in it, and you put it under your eyes, and it can get rid of the eye puffiness fast

Another product that can help you a lot if you look tired is [Hydropeptide](#). These are just stickers that you put under your eyes about 20 minutes before you go live or before an in-person meeting. It makes you look less tired.

Separately, your smile is crucial when it comes to first impressions, and you can use a product called [Colgate Optic White Overnight](#). You use the product to “paint” your teeth for a couple minutes before you go to bed. It all comes off when you brush your teeth the next morning and it helps you make your teeth look whiter as well.

In terms of your voice, 30 minutes before I go live on webcasts or before an in person meeting or presentation, I use a product called [VocalZone Throat Pastilles](#). I use these to make myself sound more awake.

I also use a spray based product called [Voice37 - Vocal Remedy for Singers](#) if I start losing my voice. I researched what rock stars and opera singers use and this is the product they use to sound less tired.

Of course, I don't get any compensation from any brand I ever talk about and all this stuff I just mentioned is an investment, but **one perfect meeting can change your life.**

Also, when using Zoom, you want to keep the camera at eye level, and get a post-it note and draw a smiley face on the post-it note and stick it right by the camera as this makes you smile more often! If you don't believe me, get a pencil, and draw a smiley face. I promise you that you will smile as you draw it.



**Optional Notes for Lesson #5:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #5: Liberating Your Fear of Failure

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101liberate](http://haroueducation.com/101liberate)



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*"What we dwell on is who we become."*

*– Oprah Winfrey*

## **LESSON #6: ALWAYS BE EARLY**

Always be five minutes early, especially for Zoom meetings. The person conducting the Zoom meeting will let you in when the meeting starts, but they see that you're early, which is such a great first impression... and you never get that second chance to make a great first impression. That sounds cheesy. I got that from my Head & Shoulders shampoo commercial : )



**Optional Notes for Lesson #6:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #6: How to Stay Focused on Your Goals

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101focus](http://harouneducation.com/101focus)



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*“Great salespeople are relationship builders who provide value and help their customers win.”*

*– Jeffrey Gitomer*

## LESSON #7: TRANSPARENCY BUILDS TRUST

Always be 100% transparent in business, especially with the risks of the product or service that you're selling. I tell my investors what the risks are of investing in my product or services within five minutes of our first meeting, once we start talking about what I'm selling. That's one of the reasons I've been able to raise a lot of money as well; it's the right thing to do and the ethical thing to do as well. It also leads to trust. Which is a paramount importance in business, of course.



You want to disclose all risks to your clients or prospective clients before doing business with them because that's what business is about, trust. And to state the obvious, they'll be incredibly upset if you don't give them all the risks because they're going to find out at some point anyway, which could result in painful litigation.

The only reason you might not offer 100% disclosure is in the rare situation when you can't divulge an issue due to confidentiality reasons. If this is the case, and if the investment or the product or service has significant risks that outweigh the potential returns, then don't sell the product or service. Ask yourself first, would you be comfortable selling this to your parents?

Life is too short to destroy your reputation and compromise your values. It doesn't matter how many companies you work at. You only got one shot to establish a good reputation. As Warren Buffet said, "You could spend your entire life building up a business and establishing a great

first impression, but it'll take you 30 seconds to ruin it completely."

**Optional Notes for Lesson #7:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #7: Transparency in Business Builds Trust: Intel Case Study

Please click the following internet link or type it in your browser all lowercase:

[harouneducation.com/101transparency](http://harouneducation.com/101transparency)



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*"If you are working on something that you really care about, you don't have to be pushed. The vision pulls you."*

– Steve Jobs

## LESSON #8: TESTIMONIALS HELP YOU SELL MORE



Testimonials always help you sell more (and if you feel uncomfortable bragging, then you will LOVE using testimonials). You want to mention large customers, if you can, that use your product or service. Also, ask your customers to write testimonials for you.

The image above shows some of my amazing platinum MBA students from this year's and from last year's graduating class. I love them – of course you have to ask for testimonials. Having testimonials has helped my business a lot.

There are a lot of testimonial website plugins that you can use, which I'll talk about in section 3 of this book. The plugins let you add testimonials easily to your website without coding.

I've done a ton of video testimonials with my customers; just ask them because it costs you nothing. Make sure to get customers or business partners to write you recommendations, too, of course, on LinkedIn. I'll talk about LinkedIn in more detail later on in this book.

**Optional Notes for Lesson #8:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #8: If You Chase Money, You Lose Your Dreams

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101money](http://harouneducation.com/101money)



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*"Excellence is not a skill. It's an attitude."*

*– Ralph Marston*

## **LESSON #9: SENSE OF URGENCY WHEN SELLING**

When selling, you need to create a sense of urgency as this helps you to sell your product. A sense of urgency sales tactic is the reason why 'Black Friday' is a massive success in the United States. Black Friday, the last Friday in November in the United States, and it is the biggest sales day of the year.



It's called Black Friday because most retail companies are in the red, meaning they're losing money, all year long until Black Friday, when they break even and they're in the black. A sense of urgency is if you don't purchase the product(s) on Black Friday, then you can't get a great deal. Many companies inflate their selling prices just so they can discount during sales events, like Black Friday. There's a lot of psychology when it comes to marketing and selling.

**Optional Notes for Lesson #9:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #9: “I have failed over and over again in my life, and that is why I succeed.”**

**- Michael Jordan**

Please click the following internet link or type it in your browser all lowercase: [haroundeducation.com/101failure](http://haroundeducation.com/101failure)



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*“Selling is really about having conversations with people and helping improve their company or their life”*

– Lori Richardson

## **LESSON #10: DON'T OVERSELL (STOP SELLING ONCE THE CUSTOMER IS INTERESTED)**

Stop talking if you think you closed the sale. Meaning, if you sense that the customer is interested in buying your product or hiring you, then immediately stop selling.



If you sell past the close, then what happens is you lose the sale. What this means is per the image above on the left, you see that the customer is smiling because she approves of the product, and she wants to buy. But if I'm a buyer of your product and I want to buy and you keep selling or overselling it, then from a psychology perspective, the buyer thinks like the picture in the middle: "Gosh, I love the product, but they won't stop selling it. Am I missing something?" Then per the image above on the right, the psychology of the potential customer becomes, "I'm not buying."



**Optional Notes for Lesson #10:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #10: Can't Enjoy a Cup of Coffee? Then You Can't Enjoy a Lamborghini**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101gratful](http://harouneducation.com/101gratful)



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*"What you focus on is what you get."*

– Bob Burg

## **LESSON #11: UNDERSTAND CUSTOMER RESERVATIONS (MEANING WHY ARE THEY NOT BUYING?)**

Understand customer reservations, meaning, focus on what is stopping the customer from buying your product or stopping them from hiring you and address those issues before they bring them up. Be preemptive.



For example, if you're trying to get a job and you don't have enough experience in this field, then the person interviewing you is thinking three things:

Number one, you aren't qualified.

Number two, they don't want to take the time to train you.

Number three, they don't think you are worth the money to hire.

When it comes to number one, that you're not qualified, what you can do is you can focus on how your unique experiences can help the company solve business problems in a unique way. For example, if you're younger and you don't have experience, you can say that you thoroughly understand why and how younger people buy products using new distribution channels and social media products, and most companies don't use or understand these new social media products.

Also, if you're older and you don't have experience in the industry, you're trying to get a job in, what you can do is you

can talk about your differentiated experiences and how this can help the company to enter brand new markets or sell to new customers, et cetera.

Just remember that your biggest perceived weaknesses are actually your biggest strengths, if you sell it the right way from a customer psychology perspective.

In terms of the issue of the person interviewing you thinking that they don't want to take the time to train you, what you can do is you can mention how you're a very fast and proactive learner, as you've taken many online courses. Of course, give examples of courses or programs that you've taken and how you've used what you have learned to apply quickly to real-world situations.

Separately, if you think that they don't think that you're worth the money in terms of your salary, tell them you're happy to do an unpaid internship or you don't mind starting with a very low base salary, as you're very confident that you can add tremendous value given your unique and differentiated life experiences. Once you prove yourself, they will pay you, I promise. You want to make it so easy for them to hire you.

**Optional Notes for Lesson #11:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #11: Graduation Speech by Chris Haroun @ San Francisco State University**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101speech](http://harouneducation.com/101speech)



*“A goal is a dream with a deadline.”*

-Napoleon Hill

## **LESSON #12: RISK FREE PURCHASE**

Give the customer a risk-free way to buy, meaning offer them a 30-day 100% money-back guarantee, and mention that is how confident you are in the product that you're selling.

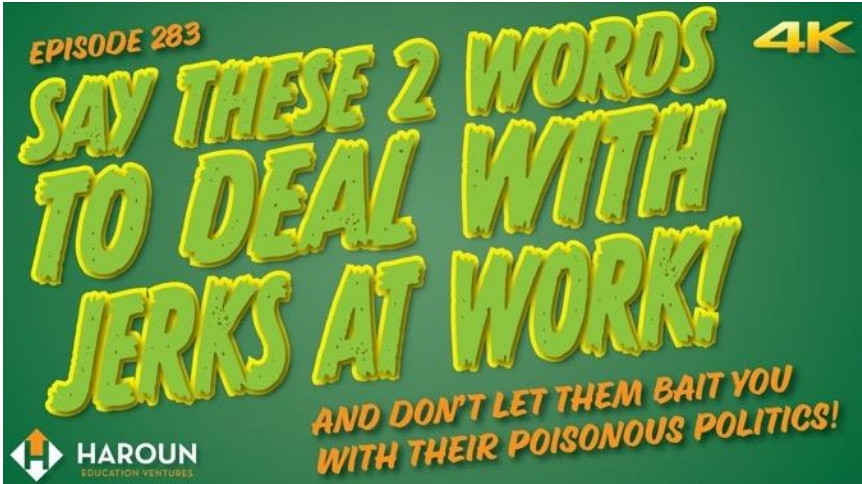


**Optional Notes for Lesson #12:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #12: “Say these 2 Words to Deal with Jerks at Work!”

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101help](http://harouneducation.com/101help)



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*“Don’t say you don’t have enough time. You have exactly the same number of hours per day that were given to Pasteur, Michelangelo, Mother Teresa, Helen Keller, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein.”*

– H. Jackson Brown, Jr.

## **LESSON #13: MAINTAINING A POSITIVE ATTITUDE (ELIMINATE STRESS WHEN SELLING)**

Always maintain a positive attitude because one sale or one interview can and will change your life. You only have to be right in business one time. So don't get discouraged like your competition gets.



In every challenging situation in business, it's imperative that you see challenge as an opportunity. I'm a firm believer that with crisis comes opportunity. Therefore, we need to rise to the occasion when a crisis emerges. Just condition yourself to embrace change and really enjoy difficult situations.

This will help you deal with the perceived stress, and profit from adversity. Always ask yourself in business, what is positive about this event, and how can I enjoy and benefit from it? I promise you your competition won't do that. Now, if

you hate an uncompromising situation or a position that you're in, just meditate on the issue and condition yourself to accept the fact that the end results from the situation will be very positive for you if you achieve X. So, focus on X and make it come a reality.

The belief that anything is possible leads to unbelievable accomplishments. The glass is not half empty. The glass is also not half full. The glass is always full. My cup overfloweth with optimism.

You'll never meet an extremely successful person with a negative attitude. If they didn't believe in themselves and in their goals, then they would never have been successful. The quintessential example of this is Sir Richard Branson. My goodness, does he ever have an infectious, positive attitude!

In the 1970s, when IBM and Digital said there is no market for personal computers. Bill Gates had a passion and a goal for a world where there would be a computer on every desk and in every house. And without Gates' positive attitude, there'd be no Microsoft and the computer revolution would not have taken place.

One of my favorite movies is called Tucker. It's about a man played brilliantly by Jeff Bridges that is so determined to succeed. And he has the most positive attitude ever. Please watch the movie Tucker. And when you're feeling unmotivated, say to yourself, "Hold that tiger!" which is what Jeff Bridges says in the movie Tucker. It's a great movie.

**Optional Notes for Lesson #13:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #13: Empower Your Day and Change Your Life

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101gratitude](http://harouneducation.com/101gratitude)



*“Success is walking from failure to failure with no loss of enthusiasm.”*

– Winston Churchill

## **LESSON #14: YOU NEED YODAS (MENTORS) + MENTOR OTHERS ("WHEN 1 TEACHES 2 LEARN")**

You need many Yodas (mentors) in your life and in your career as well. You need mentors and you need to mentor others as well in order to reinforce what your core beliefs or critical career sales and success factors are. Make sure that your Yodas, meaning your mentors, are in a position that you want to be in one day.



Are they successful professionally?

Are they successful personally?

Did they achieve a great work life balance?

Are some of their past accomplishments, your future goals?

Can you trust them?

Do you enjoy their company?

Can they offer you constructive criticism so they can help you to seek continuous improvements?

It's extraordinarily rare for an executive to rise to the top of any organization or for any entrepreneur to be very successful without many, many mentors. Bill Hewlett from Hewlett Packard mentored Steve Jobs. Steve Jobs mentored Mark Benioff from Salesforce which is now the largest employer in San Francisco. And both of those

people, Steve Jobs asked to be mentored by Hewlett, and then Benioff asked to be mentored by Jobs.

You have to ask for mentors; people are flattered when you ask them to mentor you, they almost always say yes when you ask them. Ask and you shall receive mentors; they're going to help you achieve your goals in life. Please mentor others as well, because when one teaches two learn.

Also, don't forget to turn your business idols into your rivals!

**Optional Notes for Lesson #14:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #14: Want a Promotion? Then Start Mentoring Others...

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101mentor](http://harouneducation.com/101mentor)



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*“Sellers who listen to buyers carefully and then give them the missing ingredients – those are the ones who stand out.”*

– Deb Calvert

## **LESSON #15: WHEN SELLING, CONFIDENCE LEADS TO COMPETENCE (LIFE CHANGING EXERCISE)**

Confidence leads to competence, or perceived competence. Please don't confuse confidence with arrogance; if you are confident and humble, people will think that you're competent and likable at the same time.



Confidence leads to great sales skills...

Great sales skills leads to the ability to raise money...

The ability to raise money leads to the ability to create companies...

The ability to create companies leads to the ability to innovate and disrupt industries like Uber and Airbnb have, et cetera.

You need to come across as confident when you're selling your product or service, because perceived confidence often leads to perceived competence, which should help you increase your selling success rates.

How do you become more confident? Well, it's all in your mind. Just like the Rodin sculpture, "I think, therefore I am."

The simplest reason why people are not confident is because they care what other people think of them. That's a recipe for career and self-sabotage. Whether or not you think you can do it, you're right.

You can stop this self-sabotage right now, because today, **today, TODAY** is day one and not one day. I'm going to boost your confidence right now. This exercise that we're going to do can and will change your life if you take it seriously.

What I want you to do please, is I want you to open up your workbook\* and I want you to go to page 16, because we're going to do an exercise together. Alternatively, on the next page please complete the questions when I ask you to do so (thanks).

In this exercise, what I want you to do please, is I want you to fill in the blanks. I want you to answer this question 10 times: I don't care what people think of X.

For example, I don't care what people think of my career passion, or I don't care that people I work with have more experience than I do, or I don't care what people think of who I am, or I don't care what people think of my life choices, as this is my life. And someone else's opinion of you does not have to become your reality.

If you get rid of self-doubt, then you can sell yourself better. I want you to take three minutes and complete the exercise on the next page (or in your workbook).

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\* In order to access the workbook, please read the introduction chapter at the beginning of this book, or please go to [harouneducation.com/sellanything](http://harouneducation.com/sellanything) [all lower-case].

**When Chris asks you to, please complete the exercise below:**

1: I don't care what people think of:

2: I don't care what people think of:

3: I don't care what people think of:

4: I don't care what people think of:

5: I don't care what people think of:

6: I don't care what people think of:

7: I don't care what people think of:

8: I don't care what people think of:

9: I don't care what people think of:

10: I don't care what people think of:

When you have completed the exercise, then please read what is on the next page. Thanks

Welcome back and welcome to you 2.0! How amazing do you feel right now? It's like the weight of the world is off your back. And with that Superman cape, you can accomplish anything.

**Optional Notes for Lesson #15:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #15: Become More Extroverted | My Experience

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101extroverted](http://harouneducation.com/101extroverted)



*“Once you replace negative thoughts with positive ones, you’ll start having positive results.”*

– Willie Nelson

## **LESSON #16: SETTING GOALS / GOAL SETTING WORKSHOP EXERCISE**

Now that I have you in this wonderful peak mental state, let's move on and discuss tip number 16, which is setting big



goals and the goal-setting workshop. You need to accept the fact that if you want to put your dent in the universe and start a company that sells the best products and changes the world, or if you want to be the CEO of the company you're working at, it's not hard to do unless you tell yourself that it is.

It doesn't matter what level you're at either because there are countless examples of people that have started in the mail room with no education, and then they climb the corporate ladder in order to become CEO. So just don't be negative. I promise you that you can become the CEO regardless of your education or rank at the company. Here are examples of people that started in the mail room without a university degree, and they went on to become CEOs:

1. Sidney Weinberg at Goldman Sachs
2. Simon Cowell from American Idol
3. David Geffen from Geffen Records
4. Jay Z from Roc-A-Fella records (nobody would sign him, so he started his own company)
5. Bill Gates, Steve Jobs, Mark Zuckerberg...the list is endless!

What the people listed above have is an unquenchable thirst to leave a dent in the universe. So, believe in yourself and you can accomplish any goals you want to in business.



We can sometimes overestimate what we can accomplish in a year, but we massively underestimate what we can accomplish in a decade. There are no limits to what you can achieve in business except for the ones you set for yourself.

Here is a great story: back in 1970, the graduating class of Yale, they did a survey and in 1950, when people graduated from Yale, only 3% wrote down their goals. And then 20 years later in 1970, what happened was the alumni association at Yale University, they asked the graduating class of 1950 20 years later in 1970, they asked them, "How many of you wrote down your goals when you graduated 20 years ago?" 3% said they did; the net worth of the 3% that wrote down their goals was greater than the other 97% combined.

Time for an exercise. What I want you to do please is I want you to go to page 18 in your workbook\* (or complete the exercise on the next page), and I want you to write down your 10-year goals. I don't want you to be conservative. Just remember, we often underestimate what we could accomplish in a decade.

I'm going to give you five minutes, and this is the last exercise in this book. I'm going to give you five minutes to complete this exercise, and then I'm going to tell you how I will help you accomplish your goals. So, over the next five minutes, please write down goals that you will accomplish in 10 years. I want you to write or type as fast as you can. And please, please, don't be conservative. You're better than that.

I'll see you in five minutes and please enjoy this exercise too.

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\* In order to access the workbook, please read the introduction chapter at the beginning of this book, or please go to [haroureducation.com/sellanything](http://haroureducation.com/sellanything) [all lower-case].

After you complete the exercise, then please read what is on the page after this one. Thanks

**Please type your 10-year goals (please do not be conservative):**

Welcome back! Now that you've had a taste of how amazing your life will continue to be when you reach those goals, I want to sell them to you... and I want you to know that no matter what happens, you're getting closer to achieving them. Please understand that as Lao Tzu said, "The journey of 1,000 miles begins with a single step."

When you first embark upon a journey to achieving your goals, you're excited, and your goal is the top of the mountain. It's a metaphor for your goals. I can see it, and I'm getting closer to my goal with each step! This is exciting!

The mountain's getting bigger, the peak of the mountain is closer as I walk towards the mountain. OH NO!!! One day you realize that you can't see the top of the mountain anymore. What's going on? And you move left and right...and you slow down a bit, but you have to keep moving.

The reason you can't see your goal anymore at the top of the mountain is because you're halfway up. You are getting closer. You just can't see it!!!

A decade has 3,650 days. All you have to do is get one day closer, or 1 divided by 3,650 closer, every single day to your goal. It's easy. You can do it. I'm your humble coach. I want to help you do it as well.

Next step... I want you to copy all the goals that you just wrote down. Copy them and paste them into your calendar and have that calendar entry repeat every single day forever.

**Optional Notes for Lesson #16:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #16: Goal Setting!  
A Simple Way to Increase the Chances of Achieving  
Your Goals (& Beautiful Brazil!)**

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101goals](http://haroureducation.com/101goals)



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*“Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune.”*

– Jim Rohn

## **LESSON #17: APPEALING TO EMOTIONS WHEN SELLING**

Dale Carnegie, said that in business, we need to understand, that people are creatures of emotion and not creatures of logic.



A video that I want you to watch in a second is going to appeal to your heart and to your emotions. When you bond with your customers and when you position your brand as more than a product, the brand you're selling appeals to emotions and helps improve people's lives.

You really have to believe this and with all your heart whenever you sell. We're here to serve others and make their lives better with your product. And the way we service them will help them get closer to their goals as well. You have to find an emotional connection with your customers. And this next little video here will basically sum up what I mean by emotions, this is powerful.

Please click this link (or type it all lower-case in your browser) thanks: [harounmba.com/emotions](http://harounmba.com/emotions)

**Optional Notes for Lesson #17:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #17: How to Build Your Confidence by Saying 3 Words

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101confidence](http://harouneducation.com/101confidence)



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*“Most of the important things in the world have been accomplished by people who have kept trying when there seemed to be no hope at all.”*

– Dale Carnegie



## **LESSON #18: TURNING YOUR COMPETITION'S WEAKNESSES INTO YOUR STRENGTHS**

Please thoroughly research all negative aspects of your competition by reading Yelp reviews or go to [glassdoor.com](http://glassdoor.com) or read about the weaknesses or risks in your competitors' business models by reading their



annual reports and other financial documents that I teach my students to review in my MBA degree programs. Then think about how their weaknesses are your strengths when selling your product or servicing customers.

You can even say that you will walk through walls for your customers in terms of customer service and value you can add, et cetera. You can also mention how big companies treat their customers like a number, but your product is worth the premium price because of the incredible customer support that your company provides, etc.

**Optional Notes for Lesson #18:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #18: Great Managers Praise in Public and Criticize in Private

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101praise](http://harouneducation.com/101praise)



*“I can is 100 times more important than IQ.”*

– Unknown

## **LESSON #19: THINK LIKE THE CUSTOMER**

I want you to think like the customer does. Spend an entire day in the mindset of the customer, like an avatar, and think to yourself, why would this customer buy



from the competition and not from you? Think about it from a psychological perspective, and then address those issues in your meeting with them. Your biggest perceived weaknesses can be your biggest strengths if you sell it the right way.

**Optional Notes for Lesson #19:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #19: Be Unemotional in Business

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101emotional](http://harouneducation.com/101emotional)



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*"Leadership is a choice, not a position."*

– Stephen Covey

## **LESSON #20: THINK LIKE THE COMPETITION**

Avatar is our theme here! I want you to think like the competition does. Spend an entire day in the mindset of the competition, just like how elite actors are method actors when they perform. Go to the Twitter profile of competing salespeople, and you'll notice that they follow their customers, which is a great way to think about how to get customers.



**Optional Notes for Lesson #20:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #20: Business Networking: Build Relationships to Get What You Want

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101network](http://harouneducation.com/101network)



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*"If you really look closely, most overnight successes took a long time."*

*– Steve Jobs*

## **LESSON #21: ONLY SELL TO DECISION MAKERS**

Only sell to decision makers; Sigourney Weaver was the boss in the movie Avatar. Don't waste your time selling to non-decision makers in a company. Go right to the top or speak directly with the head of a division. You have nothing to lose.



**Optional Notes for Lesson #21:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #21: "Touch Hand Once": Simple Old School Business Tip to Save You Time!**

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101efficient](http://haroueducation.com/101efficient)



*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.*

-Thomas Edison

## **LESSON #22: SMALL CUSTOMERS ARE JUST AS MUCH WORK AS LARGER CUSTOMERS**

Small customers are just as much work as big customers. So don't waste your time trying to get small clients. Small customers are high maintenance. You want to elephant hunt.



You'll find that small customers are sometimes even more work than large customers. Why is this the case? It's because smaller customers usually have less disposable income. And as a result, they're more likely to want to return the product or pester you with too many customer support questions. Larger clients, by contrast, can be more sophisticated, so they require less customer support and they also likely have less of their net worth invested in your product.

**Please don't get me wrong as you need to respect and appreciate all customers in business**, but your time is valuable, and it would be nice to spend less time servicing smaller customers and more time working on new leads or more time with your family. Life is too short.

**Optional Notes for Lesson #22:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #22: The Cure to Work Frustration

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101reinvent](http://harouneducation.com/101reinvent)



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*“Don’t sell life insurance. Sell what life insurance can do.”*

– Ben Feldman

## **LESSON #23: ASK FOR THE SALE (OR FOR A PROMOTION OR A RAISE)**

Always ask for the sale! I can't tell you how many meetings I've gone to, over the years, where colleagues of mine, in the companies I've worked at don't ask for the sale. It sounds ridiculous, but it happens all the time.



As counterintuitive as this might sound, you need to ask to get promoted. You also need to ask to get a raise. Most successful businesspeople that get promoted often, and rise to the top, they ask to get to that level. You just don't know this, because they've asked behind closed doors, when they met with their boss one on one.

I promise you; you will get passed over for a promotion or a raise if you don't ask for it. You need to ask for everything you want in life. Nobody is going to give it to you unless you ask. Your supervisor should be cool with this, as she or he knows that you're trying to provide for your family. They've been in that position before too! In fact, they probably got promoted to their level, because they asked many times.

If you feel very uncomfortable with this, and you should not, then you could phrase the question like this: "I love working here and I love the team too; can you please let me know what I need to accomplish in order to add more value to our team, so that I can get a promotion or a raise?"



Then once you achieve those goals, or those benchmarks that your supervisor gives you in response to your question, then remind him or her of your accomplishments, after you achieve them, and you will get a raise, I promise you.

It goes without saying though, that you should only approach your boss with this conversation when they're in a great mood, or in a positive state of mind, and right after they tell you that you did a good job on something. You have to strike while they iron's hot!

**Optional Notes for Lesson #23:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #23: Interview Better, Sell More & Get A Promotion Faster by Being You

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101promotion](http://haroueducation.com/101promotion)



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*"In the middle of every difficulty lies opportunity.*

-Albert Einstein

## **QUIZ FOR PART 1 OF 3**

The answers to the quiz questions are on the page after the quiz thanks.

1) Which of the following are ways to prepare before a meeting so you can bond with the customer?

- a) See who they follow on Twitter
- b) See which people or companies they follow on LinkedIn
- c) Set up automated Google Alerts, so you receive emails from Google on topics that are relevant to the person you are meeting with.
- d) All of the above are correct

2) When it comes to body language, which of the following is not recommended when speaking to customers:

- a) Casually look down when bragging and say, "I am humbled to have been the top performing person on our team."
- b) Direct eye contact is good but look to the left or the right every now and then as it's less intimidating.
- c) Always look over the person's head when breaking eye contact.
- d) Try not to cross your arms when selling as it shows you are less open minded/approachable.

3) Which of the following is/are what might motivate the person you are selling to (which might help you understand how to help the customer when selling to them):

- a) They want to get promoted
- b) They want to get a raise
- c) They want to enjoy their job
- d) All of the above are correct

4) True or false: The moment that you sense that the customer is interested in purchasing your product or service, then immediately stop selling.

- a) True
- b) False

5) Which of the following is true when it comes to successful sales tactics?

- a) Offer a risk-free purchase (i.e., a 30-day 100% money back guarantee)
- b) Use a sense of urgency (i.e., a small window of opportunity of a product or service being on sale)
- c) Stop selling when you sense that the potential customer is interested in purchasing your product or service
- d) All of the above are correct

6) Why are small customers often more work than big customers?

- a) Because they often have a larger percent of their liquid net worth in the product or service that they purchased from you
- b) Because they are so small that you can't see them and they are so darn hard to find; plus, if you step on them, then it could lead to litigation. (OMG that was the word Dad humor ever – sorry!)
- c) Both answers above are correct

7) You can learn to sell more if you:

- a) Think like the customer does
- b) Think like the competition does
- c) Both answers above are correct

8) Which of the following statements is / are correct?

- a) If you want to increase your chances of selling, ask for the sale
- b) If you want to increase your chances of getting a promotion, ask for the promotion
- c) If you want to increase your chances of getting a raise, ask for a raise
- d) All of the answers above are correct

9) Fill in the blank: Transparency builds \_\_\_\_\_.

- a) Mirrors
- b) Trust
- c) Glasses
- d) Spectacles

10) Fill in the blank: Testimonials helps you sell \_\_\_\_\_.

- a) More
- b) Only to large customers
- c) Only products (not services)
- d) Only to CEOs

**Quiz Answers:**

1) d

2) c

3) d

4) a

5) d

6) a ... hi I'm 7...and a half!

7) c

8) d

9) b

10) a





**PART 2 OF 3: HOW TO USE TECHNOLOGY AND  
COMMUNICATIONS BEST PRACTICES IN  
ORDER TO SELL MORE**

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*“Every sale has five obstacles: no need, no money,  
no hurry, no desire, no trust.”*

– Zig Ziglar

## **LESSON #24: BECOME A THOUGHT LEADER & LEVERAGE THE MEDIA FOR FREE ADVERTISING**

Why do people talk to journalists and get quoted for articles or get interviewed on podcasts or on television, and how can you do that as well? They do these interviews of course, because of the free media exposure, which sells their products or services, et cetera, to the marketplace.



So how can you get this free publicity as well?

Number one, be controversial, but tasteful.

Number two, become a thought leader to build your empire.

So how can you become controversial? Well, the most successful executives are constantly in the media as they see this as free advertising for their products and/or services. I love watching Sir Richard Branson and Mark Benioff on television conducting interviews, because they're incredibly inspirational and controversial. Their genius and success is partially attained by leveraging the media to evangelize their companies by being controversial. Richard Branson did this by literally driving a tank through New York City's Times Square when he declared war on Coca-Cola with his Virgin Cola brand.

Another great example has been Marc Benioff, getting any reason he can to be interviewed on television and explain why traditional client-server software products are dead and

why cloud computing and Salesforce are revolutionary productivity tools.

You need to embrace the media. Now the way to become a thought leader is “I think therefore I am”, like the Rodin sculpture. The way to become a thought leader is to think like a thought leader and share your opinions on the sector that you're in or the sector you're most passionate about. You can do this for free by publishing a LinkedIn article every week on LinkedIn. But you have to be consistent and understand that it's a marathon and not a sprint. Your competition might try to do this, but they'll give up. I promise you that if you do this enough times, then you will get journalists contacting you and asking you for quotes in articles that they write.

Hang in there though as it's going to be a little bit lonely at first as you might not have that many likes or views. But don't let that discourage you because Rome was not built in a day.

Do you know how many videos and articles and interviews Gary Vaynerchuck had to do before the media called him for quotes? He was persistent for years, and now he is the quintessential thought leader.

So, what you can do is this: write one article per week for two years. Then what you can do is you can take all 100 articles or chapters and put them in your book, which you can publish for free using my book template, which you can download from (all lower-case) [harounmba.com/writebook](http://harounmba.com/writebook)

Using the aforementioned template is how I wrote this book you are currently reading. If you know how to use Microsoft Word and a browser, then you can publish a book for free using the aforementioned downloadable book template. The simple instructions on how to publish the book in paper,

Kindle and Audible format are on the 1<sup>st</sup> page of the aforementioned download.

I wrote articles for two years on LinkedIn and then I copied and pasted them into my book that I self-published called "101 Crucial Lessons They Don't Teach You in Business School," which I'm humbled to say that "Forbes" magazine called this one of six books that all entrepreneurs must read right now, along with Peter Thiel's book and Simon Sinek's book as well.

When you write your book, when you go to interviews or when you go to meetings with potential customers, you give them a copy of your book. And if you think that's too much work, then I want you to ask yourself, how badly do you want this customer or the job you're interviewing for? It works, I promise you.

**Optional Notes for Lesson #24:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #24: Beyonce on How to Make It in Business | Take Risks, Struggle, and Never Quit**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101risk](http://harouneducation.com/101risk)



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*Motivation Is What Gets You Started. Habit Is What Keeps You Going.”*

– Jim Rohn

## **LESSON #25: REPURPOSING YOUR CONTENT (LIKE NINTENDO DOES)**

Work smarter and not harder when it comes to being a thought leader and publishing content. Nintendo, for example, has been doing this for decades. They've been repurposing content, meaning they have been republishing their older games on newer platforms for years and it costs them next to nothing to do so.



I hold a weekly webcast every Thursday at 8:00 a.m. Pacific Time. And what I do is I repurpose the content through seven YouTube and LinkedIn vlogs based on that webcast. I also have a podcast based on that weekly call and Instagram videos and much, much more. Write once, read many... meaning repurpose your content as this will save you a lot of time, I promise you.

If you don't have time to go and post stuff to social media platforms, then check out [hootsuite.com](https://hootsuite.com), which lets you schedule the times and days to post social media content on many platforms.

You have to be long-term focused with content that sells your product. Toyota, for example, has to show a commercial 20 times before somebody buys a car, so making content and advertising is a long-term strategy and it costs you nothing. And I actually think that YouTube is the only gold rush in history that costs you nothing to make the product. And YouTube is also the only gold rush in history where you can access millions of customers all over the world for free. I think that in a decade, we're all going to look

back and say, I wish I'd created more YouTube content. As each video is like a coffee shop, which is like a little franchise that pays dividends forever.



**Optional Notes for Lesson #25:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #25: Think Long Term When Investing (Don't Get "Fooled by Randomness")**

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101longterm](http://haroueducation.com/101longterm)



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*"Motivation will almost always beat mere talent.*

-Norman Ralph Augustine

## **LESSON #26: CARROT AND CALL TO ACTION (CTA)**

In all of your social media content, there has to be a carrot and a call to action (CTA), which is like asking for the sale.

The carrot is something that you can give away. The call to action is where you ask them to click what to do next.



For example, what I do is with a lot of my YouTube videos, 13 seconds in, I show a YouTube card that says something along the lines of "Go to my website and download my book for free." I've gotten tens of thousands of emails from that. Simple, but it works.

**Optional Notes for Lesson #26:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #26: Visualize Your Goal, Vocalize It & Set A Deadline (Right Now)

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101deadline](http://haroureducation.com/101deadline)



*A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."*

– Winston Churchill

## **LESSON #27: EMAIL IS STILL THE GOLD STANDARD FOR GETTING CUSTOMERS**

Email is still the gold standard for getting customers. How do you manage and build your email list? You want to use social media to drive traffic to your website, so that people can download your book by entering their email, for example.



For managing your email list, you can use [MailChimp.com](https://mailchimp.com) for free. And then once you get a ton of emails, like I have, then you can use a product called [ActiveCampaign.com](https://activecampaign.com). A lot of these products are free to use, not just including a trial.

**Optional Notes for Lesson #27:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #27: Why Frustration with Your Job is a Good Thing

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101frustration](http://haroureducation.com/101frustration)



*“There will be obstacles. There will be doubters. There will be mistakes. But with hard work, there are no limits.”*

- Michael Phelps.



## **LESSON #28: PLUG-INS+AUTOMATION HELPS YOU WORK SMARTER & NOT HARDER**

Plugins and automation help you work smarter and not harder.



Don't waste your time coding or hiring people to code for your website when you can do this for next to nothing using plugins.

All of the more advanced dynamic content on my websites are created using plugins. One of my favorite plugins is called [Elfsight.com](https://www.elfsight.com). I use Elfsight's products to populate what I have on my website, when it comes to YouTube vlogs, my weekly call, et cetera.

Another great automation company I use to create an incredible search function on my website is called [SiteSearch360.com](https://www.site-search360.com), which I use to index my website. I've answered more than 10,000 questions on YouTube for my students and all of this is indexed using SiteSearch360 so my students can ask almost any question and I have a video answer for them.

I also use [TubeBuddy.com](https://www.tubebuddy.com) to manage my YouTube channel. The bottom line is anything you do that's repetitive in your company, automate it.

**Optional Notes for Lesson #28:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #28: How to Ask Your Boss for Feedback

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101feedback](http://harouneducation.com/101feedback)



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*"If you are not taking care of your customer, your competitor will."*

– Bob Hooley

## **LESSON #29: USING CRUTCH WORDS AND FRAMEWORKS WHEN SELLING**

I love this one - which is using frameworks or crutch words when selling. When you're in a meeting trying to sell something or when you're in an interview, you could buy time by using structured frameworks and crutch words to answer questions.



For example, if I'm asked in an interview, what are my thoughts on a business topic? I can say, "using the S.W.O.T. analysis, I'll discuss the strengths, weaknesses, opportunities and threats. Let me kick it off with the strengths. The strengths are blah, blah, blah. In terms of the weaknesses, blah, blah, blah, moving on the opportunities which are blah, blah, blah. And lastly, the threats, which are blah, blah, blah.

Now, you'll notice that I used what I refer to as crutch words, or transition words there when I said, in terms of, moving onto et. cetera. And the structure of these frameworks, and the crutch words you use, actually buys you more time to answer the question and it makes you come across as more polished and confident when selling as well.

**Optional Notes for Lesson #29:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #29: My Boss is Condescending...What Should I Do?

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101meanboss](http://harouneducation.com/101meanboss)



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*“Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune.”*

– Jim Rohn

## LESSON #30: YOUR LINKEDIN PROFILE SELLS YOU!

Before people take meetings with you, they're going to look at your LinkedIn profile.

Let's look at a LinkedIn profile of one of my amazing students named Dr. Dionne Vernon per this link:

[linkedin.com/in/dolvernon](https://www.linkedin.com/in/dolvernon).

Dionne's LinkedIn profile is amazing because it contains the following features (in order of top to bottom at the aforementioned link):



Of course, your profile picture should be you with a welcoming smile. Please also make sure you have an inspiring cover image at the top as Dionne does of the Amalfi Coast in Italy. Never put text on the cover image as it might get cropped in mobile format.

For your title, include key words that customers or HR executives might search for. This is crucial as your title is the most searched item on LinkedIn (gold from a Search Engine Optimization perspective).

Moving down the LinkedIn profile, we have the incredibly important summary section. Write it so that it reads like a bio someone would read before you give a keynote speech. Have no more than 3 sentences per paragraph in the summary section.

Don't forget to humbly brag about your accomplishments near the top of your summary section. Include the names of large customers, accomplishments, etc., just like Dionne has done.

After your work experience section, please remember to ask people to write recommendations or you on your LinkedIn profile, as I have done for Dionne (think of these like customer testimonials).

Get recommendations from teachers, or managers, or co-workers, or classmates or customers, as this helps you big time.

In your LinkedIn profile, if you don't brag about your accomplishments, then people will never know. I promise you that your competition brags in their LinkedIn profile.

Seth Godin, who is a brilliant marketing author once said, "You already have everything you need, to build something far bigger than yourself." It all comes down to how you sell and market yourself.



**Optional Notes for Lesson #30:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #30: The Number One LinkedIn Networking Strategy | How to Network to Get an Interview

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101connect](https://harouneducation.com/101connect)



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*"Don't be pushed by your problems. Be led by your dreams."*

-Ralph Waldo Emerson

## LESSON #31: BE CREATIVE WHEN SELLING

When you are creative and different when selling, the customer really appreciates it and is often inspired. Here are 4 examples:



I was at a Tony Robbins conference and there was this guy that started this big company in Cleveland that Tony asked to present. This person's customers were big steel companies and the way that he got meetings with these customers was he was creative. What he did was he got a really nice small wooden box. Inside the wooden box, he put a \$1 silver coin from the 1800s. He put the \$1 coin in the box and mailed it to his potential customer.

He attached a short hand-written note to the box. The letter said this

*John, hope all is well.*

*In this box, you'll find a \$1 coin. Although the face value is \$1, it's worth much more than that.*

*By the same token, the services that I provide my clients are worth much more than the face value.*

*I'd be honored, if I could please get a quick meeting with you to explain my company's services in more detail.*

*Thanks a lot,*

*Your future boss*

Kidding about the future boss part (Hi I'm 7...and a half)! But this worked for him because he was very creative!

Another example is this, for being creative. When I worked in the venture capital, I would get approached all the time by entrepreneurs that wanted to meet with me. I couldn't take every meeting though. This one startup from France, what they did was they mailed me a poster and the poster had a picture of me with a cowboy hat on. And it was like a wanted dead or alive poster. They didn't say the word dead. They wrote:

**Wanted... a meeting with Chris Haroun to talk about our business model.**

Of course, I took the meeting. It was so creative. I didn't invest, but it was so creative... and I respected them for being creative, and that's why I took the meeting!

Another example is: I'm a very, very big, big baseball fan and I love the Toronto Blue Jays. One of my students sent me an email. The subject line was: "did you see the jays game last night – amazing home run!"

I answered the email immediately and I ended up doing a call with that person as well. Just be creative.

The 4<sup>th</sup> example is somebody reached out to me and wrote in the subject line, "Chris, can we grab a coffee...?" Inside the message was a one liner saying, "I'd love to grab a virtual coffee with you." And it was this woman that was holding a Starbucks cup with the name, Chris written on it! It

was so creative. It was creative. So, think outside the box so to speak and be creative and people will be more likely to accept meetings with you.

**Optional Notes for Lesson #31:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #31: How Badly Do You Want Success? (What Would You Be Willing to Do to Make It Big?)**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101ambition](http://harouneducation.com/101ambition)



*"I love working with customers. Sales has really influenced everything I do. It has instilled in me the important traits of operating with a sense of urgency and listening to people."*

– Jeffrey R. Immelt

## LESSON #32: LESS IS MORE WHEN SELLING

Steve Jobs was the quintessential communicator and entrepreneur. He firmly believed that for a product or an idea to be widely adopted, it needed to have a simplistic design.



The iPhone and the iPad had only one button and his presentations usually had only three bullet points or three images per slide and that's all.

I try to adhere to that when I present as well. Make your presentations more graphical, more visual, and less complicated and with no more in a couple bullet points.

In this day and age, we're so inundated with information that 280-character bottom line summaries are much more relevant than lengthy write-ups. This is why Twitter has been so incredibly successful.

The best business model presentations that I see as a venture capitalist have a maximum of 10-12 slides with only three bullet points per slide. Less is more, works. Please search for Airbnb's pitch deck to venture capital investors and you will see what I am referring to.

Many executives and potential investors have extraordinarily short attention spans in this day and age, given the many screens that we're addicted to like smartphones, tablets, laptops, watches, et cetera. And soon the Metaverse / Web will make matters much worse!

You need to get your point across in as few words as possible. The way to do this is pretend that in each message that you send it costs you \$100 per word. And with this in



mind, you'll definitely embrace the winning methodology of less is more.

Abraham Lincoln's Gettysburg address was only 272 words, and Ronald Reagan's off script comment in a speech in Berlin in 1989 that ended the cold war was four words. Less is more, which was this, "Mr. Gorbachev, tear down this wall." Less is more.

I had my own column in Inc Magazine. My editor said, "Chris, always writes at an eighth-grade level," which is easy for me because that's my maturity anyway. He also told me, TRY to not have more than three sentences in one paragraph and many other priceless tips

If you look at Dr. Dionne Vernon's LinkedIn profile summary section (which we discussed in Lesson 30), you'll see that she has no more than three sentences in each paragraph.

**Optional Notes for Lesson #32:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #32: How to Climb the Corporate Ladder and How to Not Get Fired

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101climb](http://harouneducation.com/101climb)



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*“Pretend that every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life.”*

– Mary Kay Ash

## **LESSON #33: HOW TO BE MORE CONFIDENT WHEN SELLING**

Steve Jobs would not have been successful without realizing one simple secret in life. What I'm about to show you can change your life. And I feel so



strongly about this very short video that I paid a bunch of money to license the video. Please go to the following web address to watch the life changing video (this link is all lower-case): [harounmba.com/101stevejobs](http://harounmba.com/101stevejobs)

**Optional Notes for Lesson #33:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #33: My Mental Health Days Off Work Strategy

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101dayoff](http://harouneducation.com/101dayoff)



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*"In sales, a referral is the key to the door of resistance."*

– Bo Bennett

## **LESSON #34: ALL I HEARD WAS "NOT NO"**

The best salespeople are relentless when it comes to selling. they're like a pit bull and a pork chop and they keep selling over and over and over and over again until the customer either seems

interested or better yet, they keep selling until they hear the word no, which in their mind means not yet.



You have not failed at selling your product or service or yourself until the prospect says no. So, until then, keep trying different angles to sell your product or service.

Be creative and don't ever give up on this lead until she or he says no. And again, until then **all you heard was not no.**

**Optional Notes for Lesson #34:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #34: Let's Talk Books | Autobiography, Biography, and Memoir Recommendations

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101biography](http://harouneducation.com/101biography)



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*“Opportunities are usually disguised as hard work, so most people don’t recognize them.”*

– Ann Landers

## **LESSON #35: TREAT PEOPLE LIKE CELEBRITIES AND CELEBRITIES LIKE PEOPLE**

In 2015, when I worked in VC, I was trying to get the CEO Mohit Aaron of one of my portfolio companies from Cohesity a customer. Whenever I served on the boards of companies, my strong point, humbly, was I was really, really good at getting them customers. I'm very competitive, especially with helping my students get the job of their dreams, et. cetera.



I'm also very competitive when I'm on boards of companies. And you'll know that you're doing a great job as a board member if you get the first call from the CEO of a company you invested in when they need help. So, in 2015, I was trying to get Mohit Aaron from Cohesity a customer. Now the customer was the head of government sales at IBM. And this person from IBM, he worked in the White House for President Bush Senior's White House in their early 1990s.

During this dinner with Mohit and the head of IBM government sales, I asked this person from IBM. I said, what made President Bush, Senior so successful? He said for President Bush, as is with all successful politicians, it comes down to having superb relationships; he told me that President Bush Senior treated people like celebrities and he treated celebrities like people.

Therefore, learn as much as you can about people that you meet by just asking them questions. Let them talk about themselves and smile. You'll learn a lot.

Remember their names too. People love talking about themselves and they really appreciate it when you use their names often in conversations.

Hence, treat all people you meet in business like good lifelong friends. Don't jump into a business topic until you get to know them.

Always start with personal questions like, how was your weekend or do your children like their new school or something that people love talking about, like their favorite sports teams et. cetera.

Treat everyone like they are friends and treat people like celebrities and celebrities like people.

**Optional Notes for Lesson #35:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #35: I Got Fired, and It Was So Liberating (A Blessing in Disguise)**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101liberating](http://harouneducation.com/101liberating)



*“Tough times never last, but tough people do.”*

– Robert Schuller

## **LESSON #36: AVOID "THOSE" PEOPLE**

Sales is really hard because you get rejected a lot. I humbly recommend avoiding hanging out with negative people. Don't let the bastards get you down, that's right.



If you can, going forward, disassociate yourself with negative people. Friends with negative attitudes are not worth having; surround yourself with positive people that believe that there are no limits to what they and you can achieve.

Surround yourself with people that are incredibly successful, as their success, their confidence and their positive outlook on business and life will rub off on you and vice versa as well.

Surround yourself with positive people and the chances of you being extraordinarily successful rises a million percent. I have never met a successful entrepreneur, investor or CEO that doesn't have a positive attitude.

Richard Branson is the quintessential example of a positive role model; I believe that Branson's cheerful and positive outlook in life and in business is the primary reason for his incredible success.

His positive attitude is the cornerstone of the happy and positive corporate culture at all of his Virgin companies. Try flying Virgin Atlantic or one day Virgin Galactic and observe how amazing the attitude is of the employees.

A company within an incredibly positive corporate culture will, no doubt, be more successful than a company filled with

negative people. A negative person would never consider launching a galactic service or taking on the airline industry. Richard Branson clearly avoids hiring “those people.”

**Optional Notes for Lesson #36:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## **Optional Side Note Video for Lesson #36: Thank You Corporate Bullies**

Please click the following internet link or type it in your browser all lowercase: [haroundeducation.com/101bullies](http://haroundeducation.com/101bullies)



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*“How you sell matters. What your process is matters. But how your customers feel when they engage with you matters more.”*

– Tiffani Bova

## LESSON #37: THAT PERSON SPEAKS "GOODER" THAN ME

Don't get fooled by assuming that someone in business is smarter than you just because they speak gooder than you. They might have been born with a silver spoon in their mouth. They might have gotten into Harvard Business School, which is HBS because maybe one of their relatives went there.



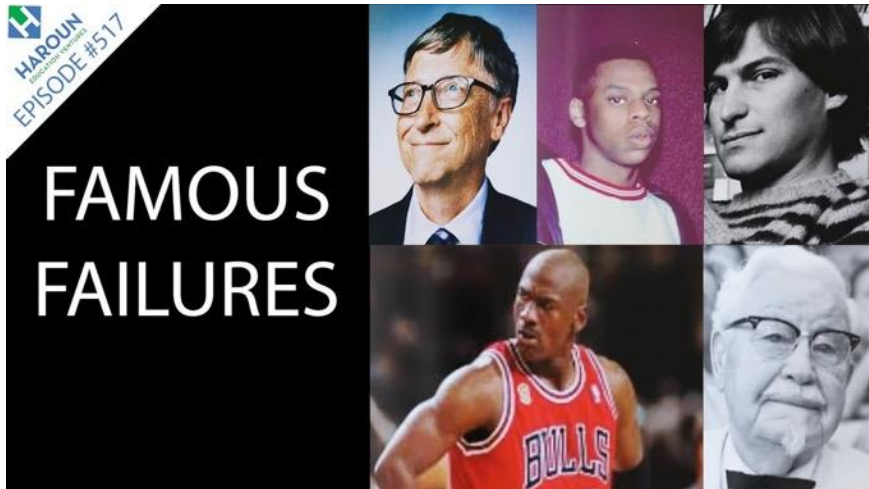
Remember that two thirds of HBS is BS. Just kidding, sort of. Maybe you could say about Haroon Business School? No, no, maybe not, I don't know. Always remember that you earned your way to where you are today. And the fact that some people speak more eloquently than you do is not a reflection of them having higher intelligence. Au contraire, they're likely more insecure than you are. And unfortunately, in business, confidence leads to perceived competence (confidence is a light switch – only you can turn it on.... remember the Rodin sculpture and "*I think, therefore I am*").

**Optional Notes for Lesson #37:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #37: Famous Failures

Please click the following internet link or type it in your browser all lowercase:

[harouneducation.com/101embracefailure](http://harouneducation.com/101embracefailure)



*“Value the relationship more than your quota.”*

– Jeffrey Gitomer

## LESSON 38: YOUR ALMA MATTERS

People don't leverage schools that they've attended enough. I have over 1000 people that have taken my MBA



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EDUCATION VENTURES  
MBA DEGREE PROGRAM

degree program, and they are amazing at networking with each other, as I have MBA students all over the world now.

The friends you make in school are often more beneficial to you and to your career than what you actually learn in school. So, make sure to leverage your school alumni network often; you'll be amazed how many doors are opened using this best practice.

All universities have local alumni sponsored events. If you're not aware of them, call your alumni office, and ask them for details on your local alumni club. If one doesn't exist, then here's your golden networking opportunity to start one.

Hewlett Packard is a good case study on school-based networking. Hewlett Packard was very successful, because the founders went to school with a Walt Disney executive. And that Walt Disney executive signed the first significant contract with Hewlett Packard.

There are so many examples of companies that were successful because the founder leveraged her, or his alumni network. So, I want you to please use and leverage your golden high school or university alumni network.

It's easy to get meetings with alumni using LinkedIn InMails; all you have to do is this: do an advanced search in LinkedIn, and type in the name of the school you attended, and then the zip code or postal code where you live in now.

Then you can use this very simple format to get meetings in the inMail you send, it works, I promise you. Here's an example:

John,

Hope all is well, I'm also a graduate of McGill University, and I will be in Cleveland in May. Please let me know if you have time for a coffee or a Zoom meeting.

Thanks a lot,  
Chris

**THIS WORKS – I PUT MY REPUTATION ON THE LINE –  
PLEASE TRY IT!!!**

Your success in sales and in business are predicated on the strength of your network. Your network is your net worth.

## Optional Side Note Video for Lesson #38: Your Network is ALWAYS Your Net Worth

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101network](http://harouneducation.com/101network)



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*"Success isn't about how much money you make; it's about the difference you make in people's lives."*

- Michelle Obama

**Optional Notes for Lesson #38:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## LESSON #39: YOU NEVER SOUND AS NERVOUS AS YOU FEEL : )

Lesson number 39. You never look or sound as nervous as you think you are. At times we meet with senior executives, or we give presentations, and we feel nervous. **Please don't worry, because 99.9% of the time, you never look or sound nervous, you just might feel it.**



This should put you at ease. In fact, when you condition yourself to enjoy presenting, or meeting with senior executives, then of course don't feel nervous at all.

Please keep in mind, when you give presentations, you always know way more about the presentation topic than anybody in the audience. And you only feel nervous because you tell yourself you're nervous. So just be yourself and tell yourself that you really enjoy the company of the audience. Pretend that they are your lifelong friends, and family members, and they love you, and they want nothing more than for you to be extremely successful.

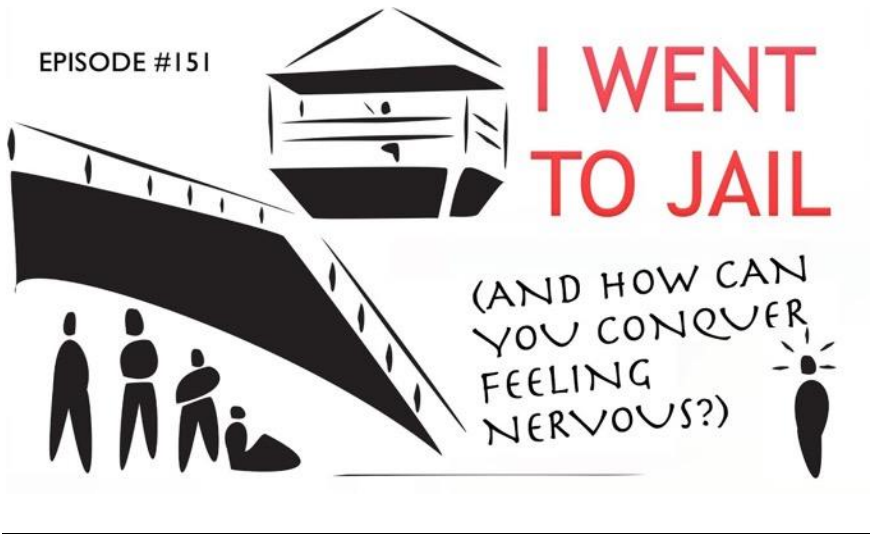
If you feel nervous, just think of a time when you were extremely successful, and you were in an amazing state of mind...meditate on that. Going forward, I want you to look forward to perceived uncomfortable situations, where you felt nervous in the past. Just **enjoy** those moments; see them as fun challenges like a video game, as I promise you your competition won't see it that way (you always kick ass at what you enjoy doing).

Perception becomes reality. Now what's fascinating is when you watch somebody presenting and they make a mistake...**they become instantly more likable!!!!**

So just be yourself because everyone else is taken. You be you. You do you. As Sting, who's my favorite singer once said, "Be yourself, no matter what they say." And welcome to you, 2.0.

**Optional Side Note Video for Lesson #39: How to Not Feel Nervous (Don't Worry Because You Never Look as Nervous as You Feel)**

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101nervous](http://haroureducation.com/101nervous)



*“Sales success comes after you stretch yourself past your limits on a daily basis.”*

– Omar Periu

**Optional Notes for Lesson #39:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## **LESSON #40: POLITICS WHEN SELLING**

This one is common sense, but it's worth discussing briefly. If half of a country votes for candidate X and the other half votes for candidate Y,



then if you disclose your political preference, you're going to upset half of the people. So don't talk about politics.

Don't put your political affiliation online or on your LinkedIn profile. And many people do this by following politicians on LinkedIn or on Twitter. It's not worth it.

It's questionable if you should even ever make political donations as they are publicly disclosed online. I guess this is a reason why some people give to both parties.

**Optional Notes for Lesson #40:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #40: The Only Positive Thing About Office Politics is...

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101politics](http://harouneducation.com/101politics)



*"I am not smart enuf to make a motivaytionel qwote to inspire people."*

- Chris Haroun : )

## LESSON #41: BRAG MORE (TASTEFULLY)

If you don't tell people about your accomplishments and your success, they'll never know aboooooot it! I was raised to be incredibly humble in Canada.



I'm very proud of my upbringing in my heritage. However, you need to find ways to remind your boss or your clients or potential recruiters about your success. Nobody is going to brag for you. No one will help you advance. You have to help yourself.

If you don't feel comfortable humbly bragging, then ask people to write reviews for you on LinkedIn like we discussed earlier in this book. In sports they say, you're only as good as your last game.

People have incredibly short attention spans and it's going to get worse. The bottom line is if you don't remind people of your accomplishments then it's game over for your career (I write that with love in my heart, because I care).



**Optional Notes for Lesson #41:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #41: Communication During a Negotiation

Please click the following internet link or type it in your browser all lowercase:

[harouneducation.com/101communication](http://harouneducation.com/101communication)



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*“People don’t just buy your products that they can see; they buy your attitude that they can sense.”*

– Roxanne Emmerich

## LESSON #42: ASK YOUR CUSTOMER OR BOSS "HOW AM I DOING" MORE OFTEN

Lesson number 42, which is my favorite number. It's Jackie Robinson's number. Ask your customer or boss, how am I doing, often.



I've had many friends in the companies that I've worked at that have gotten fired. They could have avoided this by implementing the career best practice of meeting every month or two with their supervisor and asking for feedback.

You need to ask for feedback from your boss in a one-on-one meeting several times per year. She or he will help to guide you, in order to stay on the right path to success. Ask them what do you need to do to add more value to the team? Or ask them what do you need to accomplish before getting promoted or before getting a raise?

If you don't ask for feedback often, then communication will break down and you can lose your job. And most people are surprised when they get fired. So, I want you to over communicate when it comes to this topic, please. And I say with love my heart as always because I care.

**Similarly, you won't be fired by a client if you ask them often how you can add more value; a company is only as good as its customer service.**

**Optional Notes for Lesson #42:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #42: Dealing with UNFAIR Criticism at Work

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101criticism](http://harouneducation.com/101criticism)



*“Most people think ‘selling’ is the same as ‘talking’. But the most effective salespeople know that listening is the most important part of their job.”*

– Roy Bartell

## **LESSON #43: BE HONEST AND SPEAK FROM THE HEART**

People love honesty and humility. And so, when presenting or participating in meetings, just be yourself and speak from the heart.



Throw out that script and don't be artificial. You don't need a script in your personal life. People love you for who you are. That's why you have friends and family members that love you.

I'll never forget when I was a teenager in the 1980s, the late great Ronald Reagan gave the most prophetic speech I've ever seen. He was speaking in front of the Berlin Wall, and he went off script with a few additional words that changed the world. He said, "Mr. Gorbachev, open this gate."

I get shivers just thinking of that epic moment in time. You can hear Reagan's passion when he went off script and spoke right from the heart. This really upset Colin Powell at the time.

God bless Colin Powell, he just passed away, but Colin Powell was the speech writer for Ronald Reagan. He was mad after that speech because Colin Powell was like, "Dude, I just spent 20 years trying to get good relations with the Soviets and you, you, you pull this stunt and go off script!"

It was a brilliant move by Reagan and that ended the Cold War. So just be honest and be yourself okay? Throw down a challenge by letting them all know what you're most

passionate about in life. “They” meaning your clients, your coworkers, your family, whatever it is.

Just speak from the heart and tell them your passions. Also, if you have a job, you're doing it wrong. I want you to find a passion and you'll never work a day in your life.

**Optional Notes for Lesson #43:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).



## Optional Side Note Video for Lesson #43: The "Upside" of Working for a Horrible Boss (& Getting Fired)!

Please click the following internet link or type it in your browser all lowercase: [haroureducation.com/101resilience](http://haroureducation.com/101resilience)



*"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."*

– Dale Carnegie

## **LESSON #44: LISTEN**

Of course you should listen to your customer and get them to talk more than you do. However, I want to talk about listening to someone who is far more important than your customer is.



Behind almost every successful businessperson, is a great spouse. You're a team, and you've likely only gotten to where you are in life because of their mentoring and feedback. And so, listen to them and thank them often.

I often read my emails to my wonderful wife Christine, before I send them; her feedback always rocks. Your spouse knows what makes you happy in business. Listen to that – it's free advice!

Remind your soul mate often what your business passions are. And in return, they will remind you what you love in life, like a beautiful mirror into your soul. They will reinforce, and hence help guide you, and remind you what you're on this earth to accomplish in business.

What's your passion? Your spouse is the ultimate confidant and life coach.

Only your spouse can tell you if what you're wearing went outta style 80 years ago!

Only your spouse can tell you, that you sound too arrogant when you're practicing a corporate presentation.

Only your spouse can remind you, why you wanted work in the industry you are working at after a hard day.

Only your spouse can help you achieve your long-term goals. So, listen to them and thank them often, as you'll never get a better life coach.

**Optional Notes for Lesson #44:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #44: Here Are Top Tips for Effective Leadership

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101patience](http://harouneducation.com/101patience)



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*"You have to drop your sales mentality and start working with your prospects as if they've already hired you."*

— Jill Konrath

## **QUIZ FOR PART 2 OF 3**

The answers to the quiz questions are on the page after the quiz thanks.

1) How can you become a thought leader?

- a) By writing articles on LinkedIn
- b) By repurposing the articles that you write on LinkedIn as part of a book that you can self-publish
- c) By being controversial (but tasteful), in order to get free media exposure
- d) All of the above are correct

2) What does CTA stand for when it comes to selling?

- a) Consistently Train Anyone
- b) Capacity to Act
- c) Call to Action (i.e., having a viewer of a YouTube video click to download a book)
- d) None of the answers above are correct

3) Complete this sentence “When selling, \_\_\_\_\_ is still the gold standard.”

- a) Cold calling
- b) Email
- c) MySpace
- d) None of the answers above are correct

4) What are examples of crutch words that you can use to buy you more time or to help you structure your answers?

- a) S.W.O.T. Analysis
- b) In terms of...
- c) Moving on to...
- d) All of the answers above are correct

5) True or false: In your LinkedIn profile, if you don't brag about your accomplishments, then people will never know, which could hurt your ability to reach your full potential when selling.

- a) True
- b) False

**Quiz Answers:**

1) d

2) c

3) b

4) d

5) a





**PART 3 OF 3: HOW TO USE TECHNOLOGY AND  
COMMUNICATIONS BEST PRACTICES IN  
ORDER TO SELL MORE**

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*“I never lose. I either win or learn.”*

– Nelson Mandela

## **LESSON #45: UP-SELLING AND CROSS-SELLING**

Your best source of getting more customers is asking your existing customers. You don't even notice that sometimes...but your best source of new leads is right in front of you!



Ask your existing customers and your best customers; if they love your product, they'll evangelize and they'll help you. A happy customer of yours can cross-sell your product to other customers if you ask them. It's like getting those LinkedIn recommendations or customer testimonials for your website.

Also, all web-based business models have to have a freemium product, meaning a free product. What you can do is you can upsell customers from your freemium product to a paid product, meaning charge them a higher price for a higher-end products.

You can even use software companies, like one of Peter Thiel's companies is called AdRoll, which will help you from a retargeting perspective online.

**Optional Notes for Lesson #45:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #45: How to Meet Any CEO You Want! JACKPOT For Your Career!**

Please click the following internet link or type it in your browser all lowercase: [haroundeducation.com/101ceomeeting](http://haroundeducation.com/101ceomeeting)



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*“Great salespeople are relationship builders who provide value and help their customers win.”*

– Jeffrey Gitomer

## **LESSON #46: FREE TRIALS (IMPROVES CONVERSION RATES)**

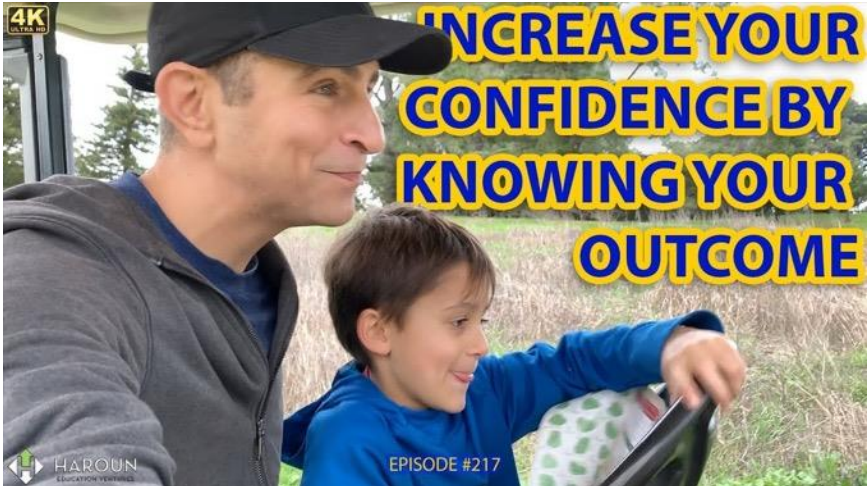
Free trials work incredibly well. Now, in order to improve your conversion rates from free to paid customers, you have to ask customers to put in their credit card and do a seven-day free trial, for example. Then send them several emails telling them that they can cancel within seven days. It also shows how confident you are in the value that your product or service adds to your customers.



**Optional Notes for Lesson #46:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

**Optional Side Note Video for Lesson #46: Increase Your Confidence by KNOWING Your Outcome**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101outcome](http://harouneducation.com/101outcome)



*“You can have everything in life you want, if you will just help enough other people get what they want.”*

– Zig Ziglar

## **LESSON #47: PAYMENT AND SUBSCRIPTION PLANS**

If the sticker shock of the pricing of your product is too high, then offer payment plans where you can charge a little bit more than the one-time payment plan offering.



What you can also do is offer a subscription plan, like Netflix does. If you could only pay for Netflix on an annual basis, then of course Netflix's revenue would be lower. The sticker shock is much lower on a monthly basis. This is why Microsoft changed their entire business model to be a subscription-based business, and so did Adobe and other leading technology and media companies.



**Optional Notes for Lesson #47:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## **Optional Side Note Video for Lesson #47: Why Sports Is the Best Topic to Discuss in All Business Meetings: In Interviews + Sales + Board Meetings**

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101sports](http://haroueducation.com/101sports)



*“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.

## **LESSON #48: 100% MONEY-BACK GUARANTEE**

It's so hard to compete online without offering a risk-free, 100% money-back guarantee, which is what I've always done, and I will always do.



You need to make it as easy as possible for customers to sign up, or as Tony Robbins calls it, you need to have a ridiculous offer. I think by not friction-free no-risk purchase, you are missing many huge opportunities.

Every product I sell has a 100% money-back guarantee. My return rate is about 1% and I am convinced that my revenue would be 50% lower if I didn't offer this to my customers. It's a reason why Amazon dominates online commerce, as a company is only as good as its customer service.

**Optional Notes for Lesson #48:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## Optional Side Note Video for Lesson #48: Train Differently if You Want Success

Please click the following internet link or type it in your browser all lowercase: [haroueducation.com/101train](http://haroueducation.com/101train)



*“Believe you can and you’re halfway there.”*

- Theodore Roosevelt

## **LESSON #49: CHARM PRICING**

Charm pricing means using numbers \$9.99 instead of telling somebody to buy something for 10 dollars. If you price products at \$9.99 instead of \$10, or if you price products at \$999 instead of \$1,000, then this leads to higher conversions.



On this note I will stop here at 49 lessons. Thanks, and I hope you enjoyed these 49 tips! : )

**Optional Notes for Lesson #49:** Enter your notes in the box below on how to use the lesson from this chapter to improve your sales skills or take your career to the next level (or to make you happier and more successful in general).

## **Optional Side Note Video for Lesson #49: Warren Buffett's Rules for Success**

Please click the following internet link or type it in your browser all lowercase: [harouneducation.com/101buffettrules](http://harouneducation.com/101buffettrules)



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*"To handle yourself, use your head; to handle others, use your heart."*

- Eleanor Roosevelt



## **QUIZ FOR PART 3 OF 3**

The answers to the quiz questions are on the page after the quiz thanks.

1) True or false: Often your best sales leads are your current customers.

- a) True
- b) False

2) Which of the following can materially increase your ability to make a sale:

- a) Offering a subscription program
- b) Offering a payment plan
- c) Offering a 30-day 100% money-back guarantee
- d) All of the above are correct

3) Selling a similar priced product to existing customers is called:

- a) Up-Selling
- b) Down-Selling
- c) Cross-Selling
- d) None of the answers above are correct

4) Selling a higher priced product to existing customers is called:

- a) Up-Selling
- b) Down-Selling
- c) Cross-Selling
- d) None of the answers above are correct

5) Which of the following prices is not examples of Charm Pricing?

- a) 9.99
- b) 8.99
- c) 999.99
- d) 1.00

**Quiz Answers:**

1) a

2) d

3) c

4) a

5) d

## **49 AMAZING SALES QUOTES**

1. *“Establishing trust is better than any sales technique.”* – Mike Puglia
2. *“Before LinkedIn and other social networks, in the sales world, ABC stood for Always Be Closing. Now it means Always Be Connecting.”* – Jill Rowley
3. *“Every sale has five obstacles: no need, no money, no hurry, no desire, no trust.”* – Zig Ziglar
4. *“I never lose. I either win or learn.”* – Nelson Mandela
5. *“You must expect great things of yourself before you can do them.”* – Michael Jordan
6. *“I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times.”* – Bruce Lee
7. *“Learn the rules like a pro, so you can break them like an artist.”* -Pablo Picasso
8. *“There are no limits to what you can accomplish, except the limits you place on your own thinking.”* – Brian Tracy
9. *“What we dwell on is who we become.”* – Oprah Winfrey
10. *“Great salespeople are relationship builders who provide value and help their customers win.”* – Jeffrey Gitomer

11. *"If you are working on something that you really care about, you don't have to be pushed. The vision pulls you."* – Steve Jobs
12. *"Excellence is not a skill. It's an attitude."* – Ralph Marston
13. *"Selling is really about having conversations with people and helping improve their company or their life."* – Lori Richardson
14. *"What you focus on is what you get."* – Bob Burg
15. *"A goal is a dream with a deadline."* -Napoleon Hill
16. *"Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Pasteur, Michelangelo, Mother Teresa, Helen Keller, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein."*  
– H. Jackson Brown, Jr.
17. *"Success is walking from failure to failure with no loss of enthusiasm."* – Winston Churchill
18. *"Before LinkedIn and other social networks, in the sales world, ABC stood for Always Be Closing. Now it means Always Be Connecting."* – Jill Rowley
19. *"Sellers who listen to buyers carefully and then give them the missing ingredients – those are the ones who stand out."* – Deb Calvert
20. *"Once you replace negative thoughts with positive ones, you'll start having positive results."* – Willie Nelson

21. *“Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune.”* – Jim Rohn
22. *“Most of the important things in the world have been accomplished by people who have kept trying when there seemed to be no hope at all.”* – Dale Carnegie
23. *“I can’ is 100 times more important than IQ.”* – Unknown
24. *“Leadership is a choice, not a position.”* – Stephen Covey
25. *“If you really look closely, most overnight successes took a long time.”* – Steve Jobs
26. *“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”* - Thomas Edison
27. *“Don’t sell life insurance. Sell what life insurance can do.”* – Ben Feldman
28. *“In the middle of every difficulty lies opportunity.”* -Albert Einstein
29. *“Motivation Is What Gets You Started. Habit Is What Keeps You Going.”* – Jim Rohn
30. *“Motivation will almost always beat mere talent.”* -Norman Ralph Augustine
31. *A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.* – Winston Churchill

32. *“There will be obstacles. There will be doubters. There will be mistakes. But with hard work, there are no limits.” — Michael Phelps.*
33. *“If you are not taking care of your customer, your competitor will.” – Bob Hooley*
34. *“Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune.” – Jim Rohn*
35. *“Don’t be pushed by your problems. Be led by your dreams.” -Ralph Waldo Emerson*
36. *“I love working with customers. Sales has really influenced everything I do. It has instilled in me the important traits of operating with a sense of urgency and listening to people.” – Jeffrey R. Immelt*
37. *“Pretend that every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life.” – Mary Kay Ash*
38. *“In sales, a referral is the key to the door of resistance.” – Bo Bennett*
39. *“Opportunities are usually disguised as hard work, so most people don’t recognize them.” – Ann Landers*
40. *“Tough times never last, but tough people do.” – Robert Schuller*

41. *“How you sell matters. What your process is matters. But how your customers feel when they engage with you matters more.”* – Tiffani Bova
42. *“Value the relationship more than your quota.”* – Jeffrey Gitomer
43. *“Sales success comes after you stretch yourself past your limits on a daily basis.”* – Omar Periu
44. *“People don’t just buy your products that they can see; they buy your attitude that they can sense.”* – Roxanne Emmerich
45. *“Most people think ‘selling’ is the same as ‘talking’. But the most effective salespeople know that listening is the most important part of their job.”* – Roy Bartell
46. *“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.”* – Dale Carnegie
47. *“You have to drop your sales mentality and start working with your prospects as if they’ve already hired you.”* — Jill Konrath
48. *“Great salespeople are relationship builders who provide value and help their customers win.”* – Jeffrey Gitomer
49. *“You can have everything in life you want, if you will just help enough other people get what they want.”* – Zig Ziglar



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## CLOSING REMARKS AND THANK YOU

**Thank you.** I hope you have enjoyed *Sales 101: How to Sell Anything*.

If you enjoyed this book, and would like to learn more about the business, finance, and self-improvement courses online, please visit my website ([harouneducation.com](http://harouneducation.com)) to see all the courses I have created.

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*Thanks again!*

*Don't expect to accomplish  
your dreams in life, unless  
you help others accomplish  
theirs first*

*:)*