



The Real Salesman

by Vlad Ungureanu

The Real Salesman

- **Personal Brand**
- **Create Context**
- **Facilitate Communication**
- **Provide Value**
- **Leave Communication Open**

- **Develop and promote your personal brand**
- **Act according to your image**
- **Highlight your brand when possible**
- **State your mission**

- **Have an open posture and use open gestures**
- **Face the person you are talking to**
- **Mirror their gestures when they are not closing**
- **Chose an appropriate setting for your meetings**
- **Establish objective for each meeting**
- **Keep in mind not to stray from objectives**

- **Ask the right question**
- **Take notes if possible and appropriate**
- **Ask powerful questions to drive discussion**
- **Propose solutions as they are the result of a common effort**
- **Keep a positive attitude**
- **Avoid reaching conclusions, instead make summaries for confirmation**

- **Target obtaining value, but keep in mind that value can be direct or indirect**
- **Reiterate solutions to validate that everyone has the same understanding**
- **Establish actions and responsible for implementing the solutions**
- **Find a way to quantify obtained value**

THANK YOU!

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