**Challenge #12: Repeat Effective Selling and how people convince themselves to buy**

**Task:**  Effective selling is hard, so we are going to repeat this assignment. It is time to explore the six ways people convince themselves to buy; *Authority, Scarcity, Consensus, Consistency, Commonality and Reciprocity.*

Revise the five steps of commercialization and think of it not as trying to sell to them, but building your tribe.

**Idea:** Write down or draw your idea, explain why you think that you can better develop this idea.

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**Action:** Write down some ideas for using these concepts in your sales & marketing efforts. You don’t have to cover all the concepts, just pick the ones that work best for your venture. And remember you are not trying to sell.

The six-concepts:

*Authority*

*Scarcity*

*Consensus*

*Consistency*

*Commonality*

*Reciprocity*

**Outcome:** Explain what you thought would happen and what actually happened.

How much time did you spend working on the idea? \_\_\_\_\_\_\_\_\_\_\_\_\_

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How much money did you invest? \_\_\_\_\_\_\_\_\_\_

How much money did you make (profit)? \_\_\_\_\_\_\_\_\_\_\_

Return on Investment: profit/investment X 100% = \_\_\_\_\_\_\_\_\_\_

*Profit is total cash minus the investment*

Rate your results on this scale:

 ☹ ☺

**Reflection:** Think about what went well and what did not go as planned. Think about your marketing efforts.

Think about the message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Think about your role in getting the message out:

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Think about the customer – did the message resonate with them? How do you know?

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**Now, think about why and how:**

What challenges did you encounter?

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How did you respond to the challenges you encountered?

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Why did you respond to these challenges the way you did? What were you feeling and thinking? How did these thoughts and feelings impact your actions?

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Intentionally left blank to allow further reflection

**Class Discussion**

The class discussion is designed to provide feedback to your colleagues about their ventures and to get feedback on your venture. This is an integral part of the process. This time it will be interesting to learn about how others re-imagine the solution to a problem.

Jot down notes or draw images of the information that is being presented and think about how you can help them with their venture.

**Self-efficacy**: After the class discussion think about how you would do it better next time:

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**Use this space to jot down your thoughts about how you**

**will do it better next time/sketch it out:**

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**So, Feedback**

 **What?**

 **Systemic Effective**

 **Thinking Selling**

 **IDEA**

 **Exploiting**

 **Networks**

 **Knowledge, Customer Channels**

 **Skills, & Abilities Segments**