

# Zero Limits

## Business Growth Secrets

**Steve Little**

with Melinda Wittstock

podopolo

# Workbook

## EP9 The Art of Sales and Marketing: From Transactions to Valuable Customer Relationships, Community and Value in Business

### Objective:

Avoid the common sales and marketing mistakes holding back your business growth and value by making the learning from this episode actionable in your business. This worksheet is designed to help you reflect on those concepts and apply them in your organization.

### Section 1: Understanding Sales Philosophy

1. What is a misconception about sales that companies often have?
2. Why this misconception (and others) likely to harm a company's growth?



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3. How should sales teams approach their interactions with customers?

4. List three key actions sales teams can take to focus more on the customer's needs rather than just selling a product.

5. How will that change your sales pitches?



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### Section 2: Sales as a Relationship

1. Discuss why many people might have a negative view towards sales. How can this perception be changed?
2. Suggest two ways businesses can shift this negative perception internally with teams.
3. Steve mentions important characteristics of successful salespeople. What are these characteristics?
4. Choose one characteristic and provide an example of how a salesperson could demonstrate this in a typical sales interaction.



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### Section 3: Integrative Sales and Marketing Strategy

1. What is the role of the 'buy funnel' and how does it complement the 'sales funnel'?
2. Draw a simple diagram that outlines both funnels and how they interact with each other.
3. How should marketing and sales departments interact to improve overall business performance according to the episode?
4. Outline a monthly check-in plan where marketing and sales share insights and adjust strategies.



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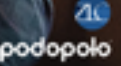


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### Section 4: Digital Relationships and Social Intelligence

1. Explain what 'social intelligence' involves and its significance in building customer relationships in a digital age.
2. Provide examples of two digital tools that could enhance a company's social intelligence.
3. Steve and Melinda discuss a case study involving a dog seat cover company. What was the key to their success?
4. Identify and describe a strategy from this example that could work for your business.



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### Section 5: Data-Driven Decisions and Sales Value

1. How do documented processes and data influence the valuation of a business?
2. Reflect on a business scenario where poor data management could lead to a decreased business valuation.
3. Develop a simple “Data Strategy Checklist” that your company could use to ensure you’re collecting and utilizing sales data effectively.
4. Include at least five essential points in the checklist, such as customer feedback, sales conversion rates, etc.



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### **\*\*Additional Task: Reflective Essay\*\***

Write a reflective essay on how a well-integrated sales and marketing strategy could have transformed a previous, current or imaginary business project. Discuss both the potential benefits and challenges you might face implementing these strategies.



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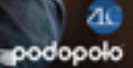


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### **\*\*Conclusion\*\***

Now that you have completed this worksheet, take the time to review your answers and reflect on your current sales and marketing activities. Consider scheduling a meeting with both leadership and employees to discuss the findings and develop a plan of action. Remember, the transformation of your company's culture is a journey that requires dedication, open communication, and a collective effort.

List any immediate action steps you will take and how you will measure success.

## Keep Putting Learning Into Action

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