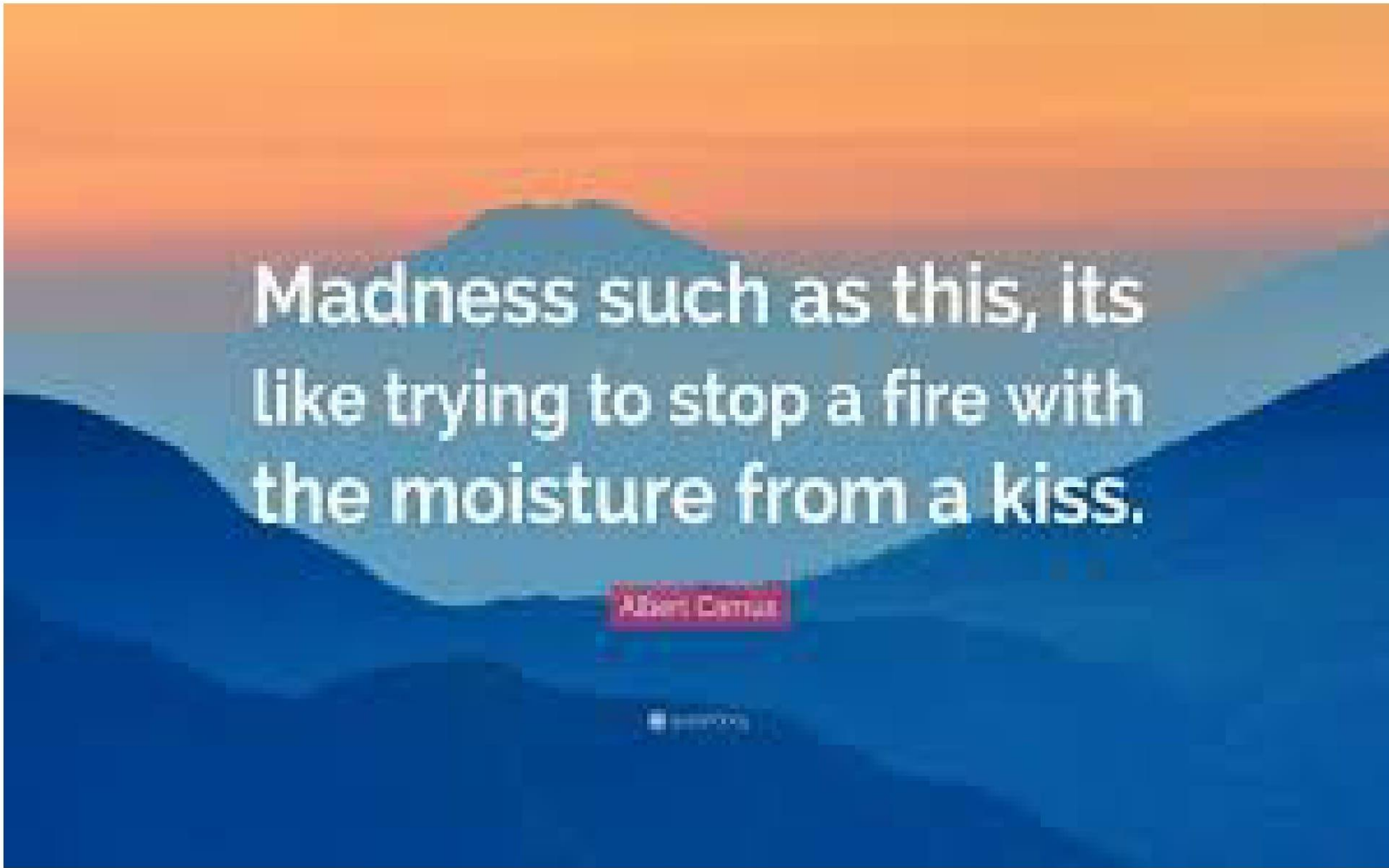


*A World Class Entrepreneur is  
A Salesman-par-Excellence*

*ENT-201 : Sep 19, 2016*

*Dr Ram Ramdas, Founder & CEO - Herald Logic  
(a SINE Graduate Company)  
+91-98205-38685 / [ram.ramdas@heraldlogic.com](mailto:ram.ramdas@heraldlogic.com)  
with Rajesh Iyer, Co-Founder & CBO*



Madness such as this, its  
like trying to stop a fire with  
the moisture from a kiss.

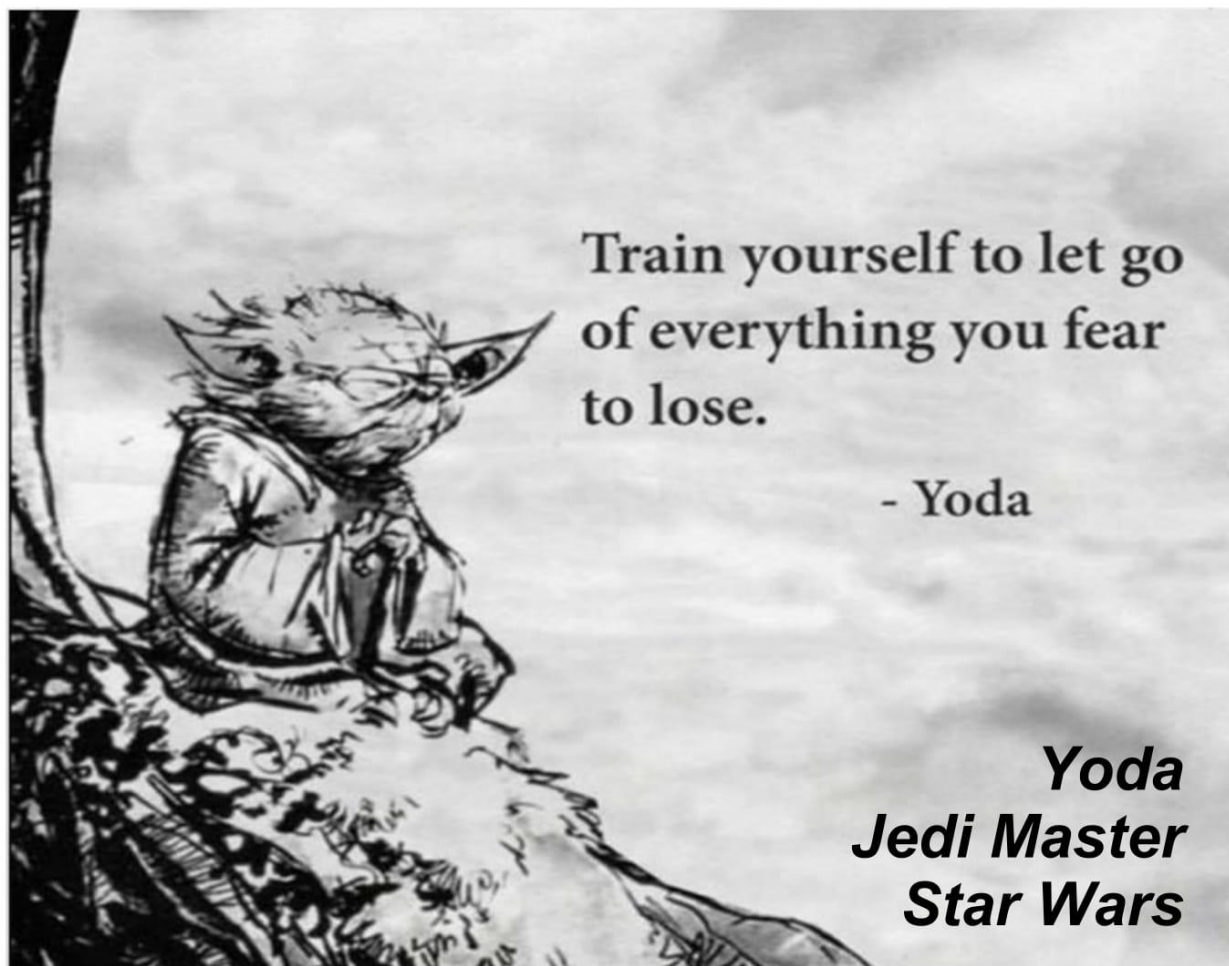
Albert Camus

HERALD LOGIC

IN THE MIDST OF  
**WINTER,**  
I FOUND THERE  
WAS,  
WITHIN **ME,**  
AN INVINCIBLE  
**SUMMER.**

-ALBERT CAMUS

# *LOSE the FEAR of LOSING !!!*



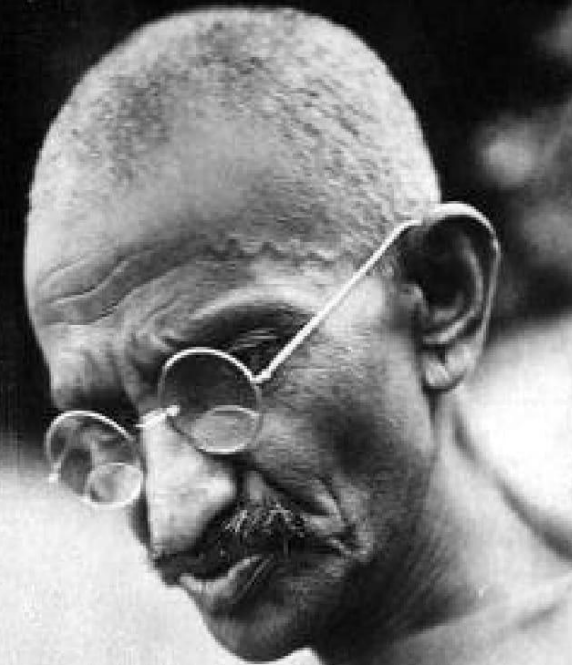
## **STATUTORY WARNING:**

***Startup Founders are  
disproportionately prone  
to frequent near-fatal  
PANIC ATTACKS from  
the Fear of Losing !!!***



***Be warned, be prepared by training under Yoda, the Jedi Master; Especially so, in the early years, when there will be 99 NOes for Every Yes.***

**“FIRST THEY IGNORE YOU,  
THEN THEY LAUGH AT YOU,  
THEN THEY FIGHT YOU,  
THEN YOU WIN.”**



[facebook.com/beingliberal.org](https://facebook.com/beingliberal.org)

**Mahatma Gandhi**

*(Indian Philosopher, internationally esteemed for his doctrine of nonviolent protest, 1869-1948)*



# *An Entrepreneur is ALWAYS Selling!*

**Whether you like it or not... Whether you know it or not...Consciously & Sub-Consciously...**

***Selling to...***

***Your Girl/Boy Friend/Partner, your spouse, your friends & family...even before you have taken the plunge...***

***Your co-founders...***

***Your first hires and continuing to sell to new hires as you grow & scale...***

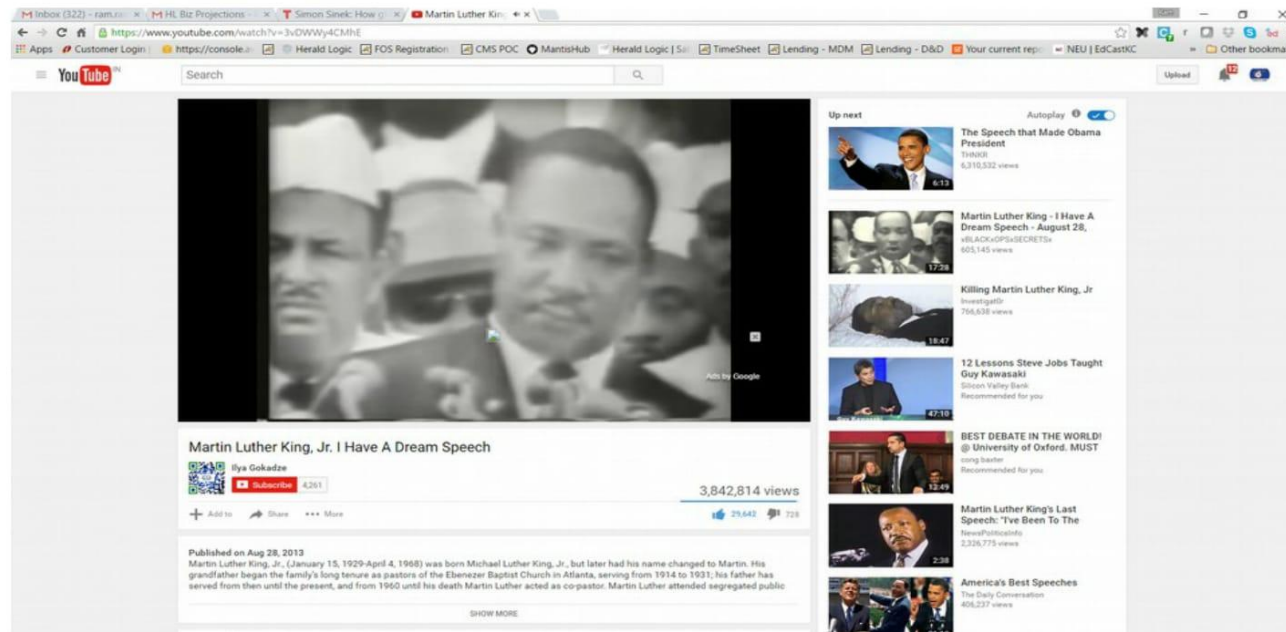
***Your existing employees...helping them to keep the faith...even as you maybe struggling thru the Valley of Death....***

***Your customers...in the different phases of your startup's lifecycle....***

***Your business partners***

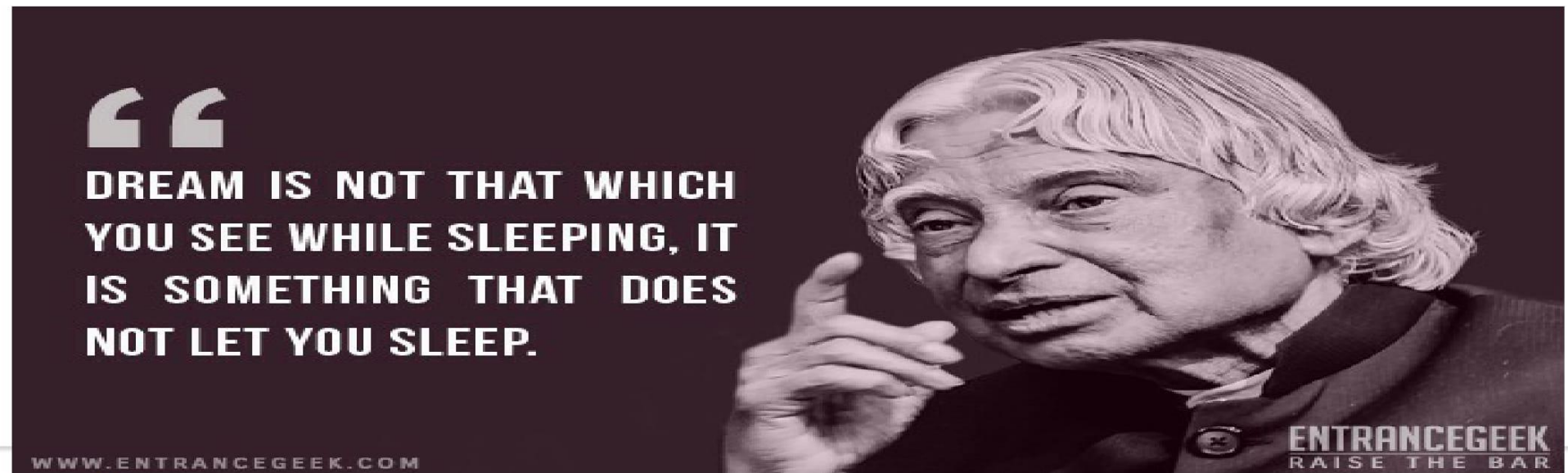
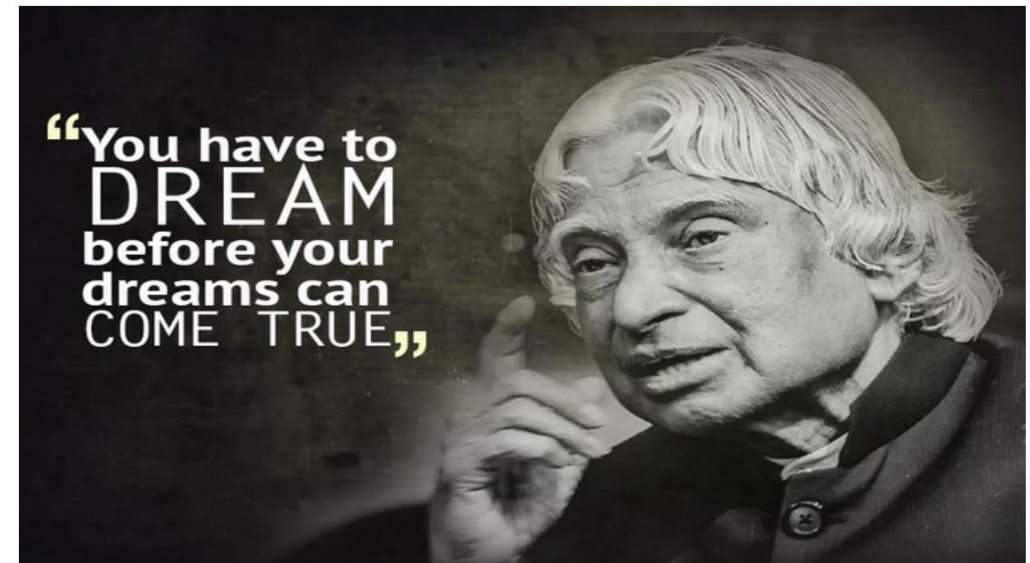
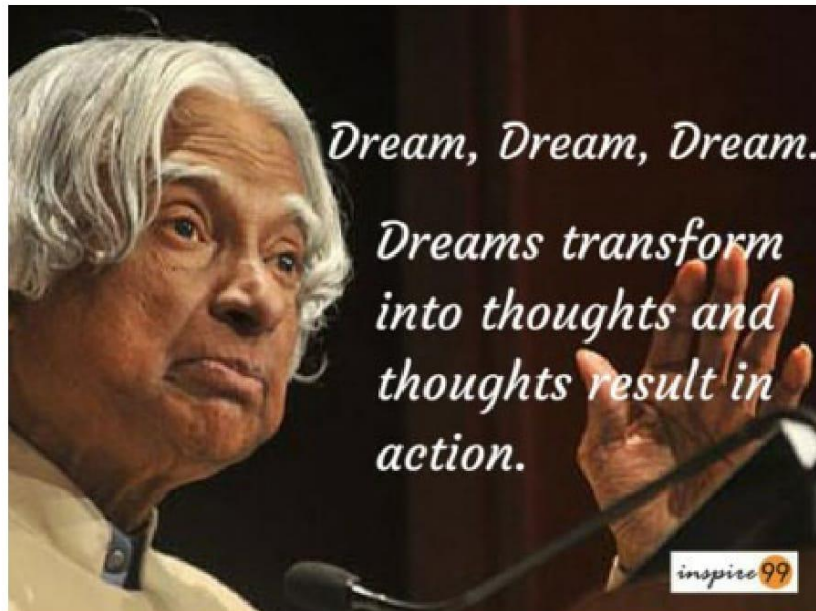
***Your investors – Friends & Family, Angels, Mezzanine rounds, Series A,B...IPO***

# *“I have a Dream...I BELIEVE...”*

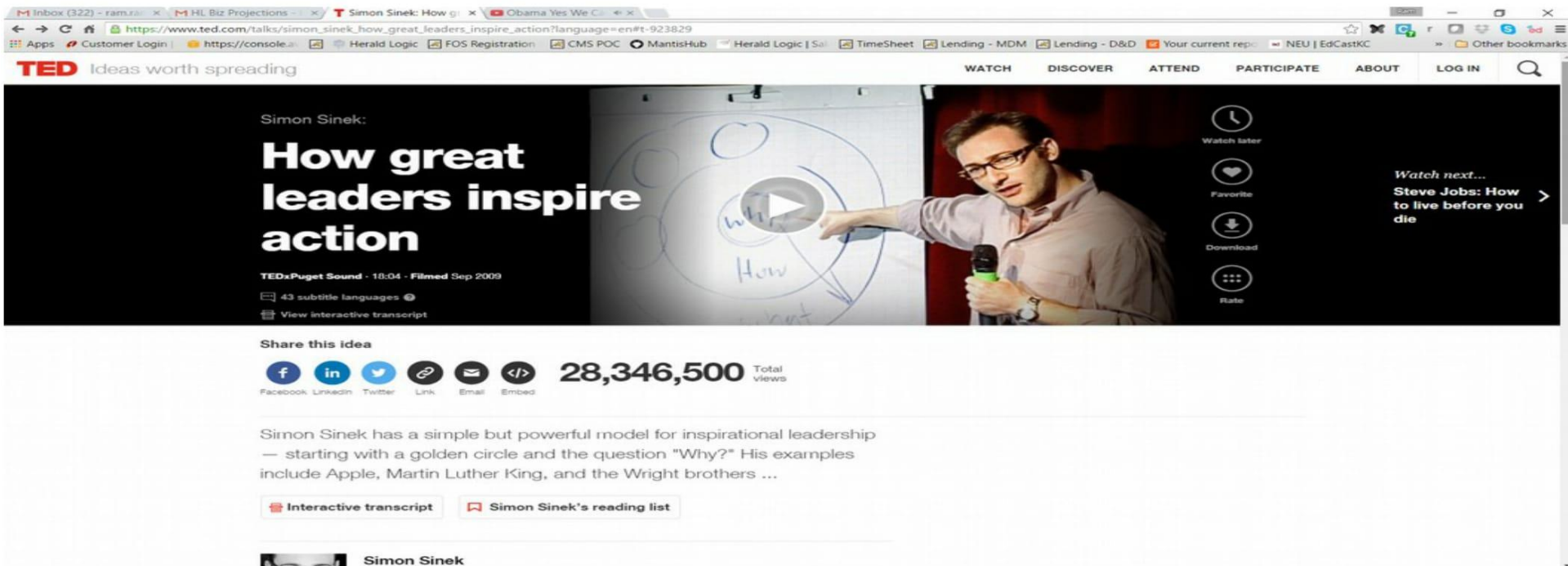


Watch here -> <https://www.youtube.com/watch?v=3vDWWy4CMhE>

***Why should MLK Jr be a role model for an entrepreneur as a salesman-par-excellence ? Dr APJ Kalam & Simon Sinek explain why....***



# *“How great leaders inspire action”*



The screenshot shows a web browser displaying the TED website. The main content is a video player for Simon Sinek's talk, "How great leaders inspire action". The video player includes a play button, a progress bar, and a "Watch later" button. To the right of the video player, there are buttons for "Favorite", "Download", and "Rate". Below the video player, there is a "Share this idea" section with social media icons for Facebook, LinkedIn, Twitter, Link, Email, and Embed. The total views are listed as 28,346,500. Below the share section, there is a description of the talk: "Simon Sinek has a simple but powerful model for inspirational leadership — starting with a golden circle and the question 'Why?' His examples include Apple, Martin Luther King, and the Wright brothers ...". There are also buttons for "Interactive transcript" and "Simon Sinek's reading list".

**Watch - >**

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en#t-923829](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-923829)

***DIMAAG – WHAT ? & HOW ?***

***DIL – WHY ??? DUM - “I BELIEVE...”***

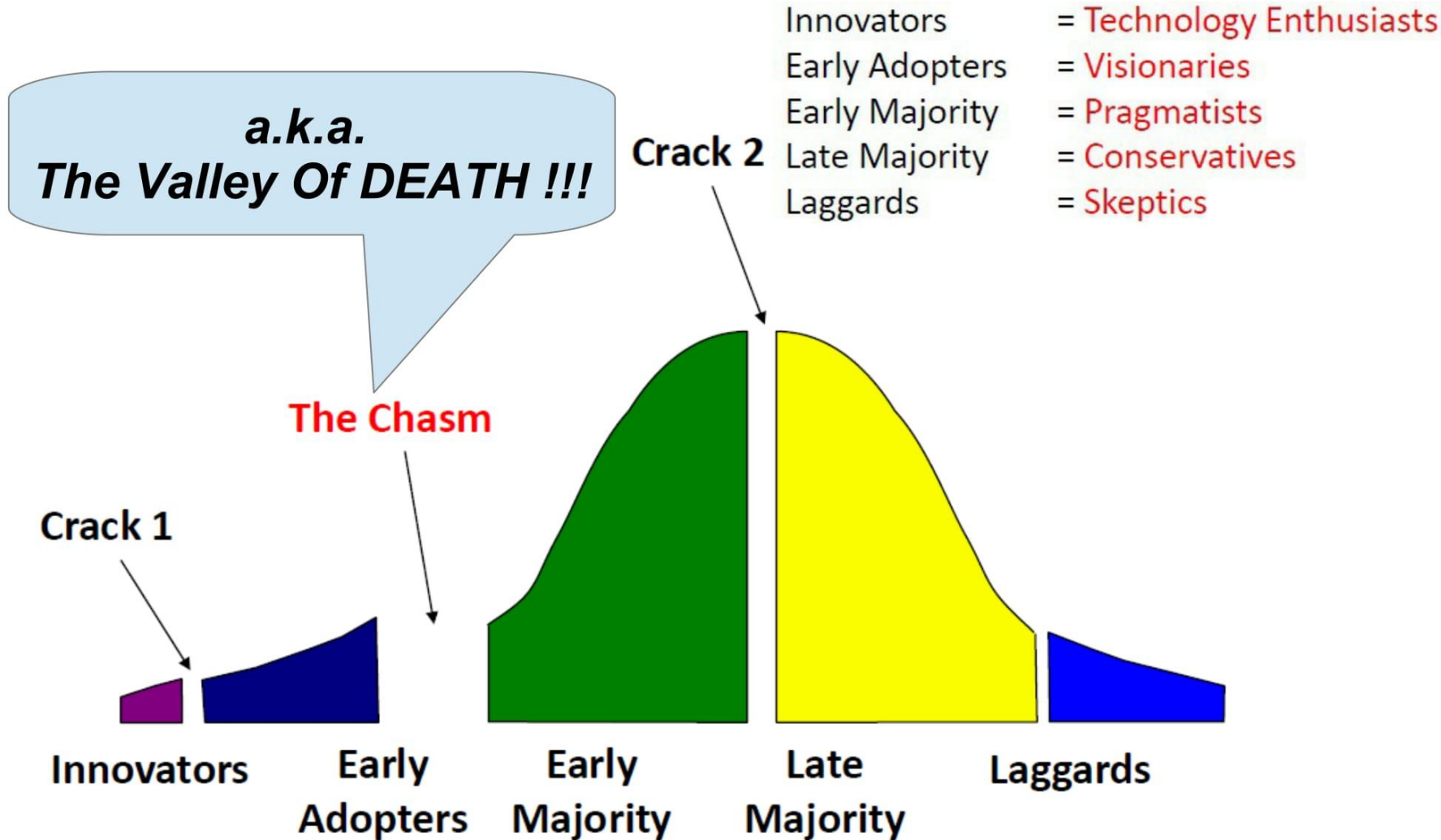
## *Takeaway*

*If we can gain Mastery over Selling our BELIEF & the WHY...*

*Then, Excellence in selling the WHAT and the HOW will follow as a corollary....*



# IntelliRADAR “Crossing the Chasm” - Needs a MOVEMENT with momentum!



Geoffrey Moore - “Crossing the Chasm” ;  
summary courtesy: Henrik Berglund, Chalmers University of Technology



Confidential, not for circulation

# Technology adoption life cycle

Critical qualitative differences, especially in product needs and buying behaviors.

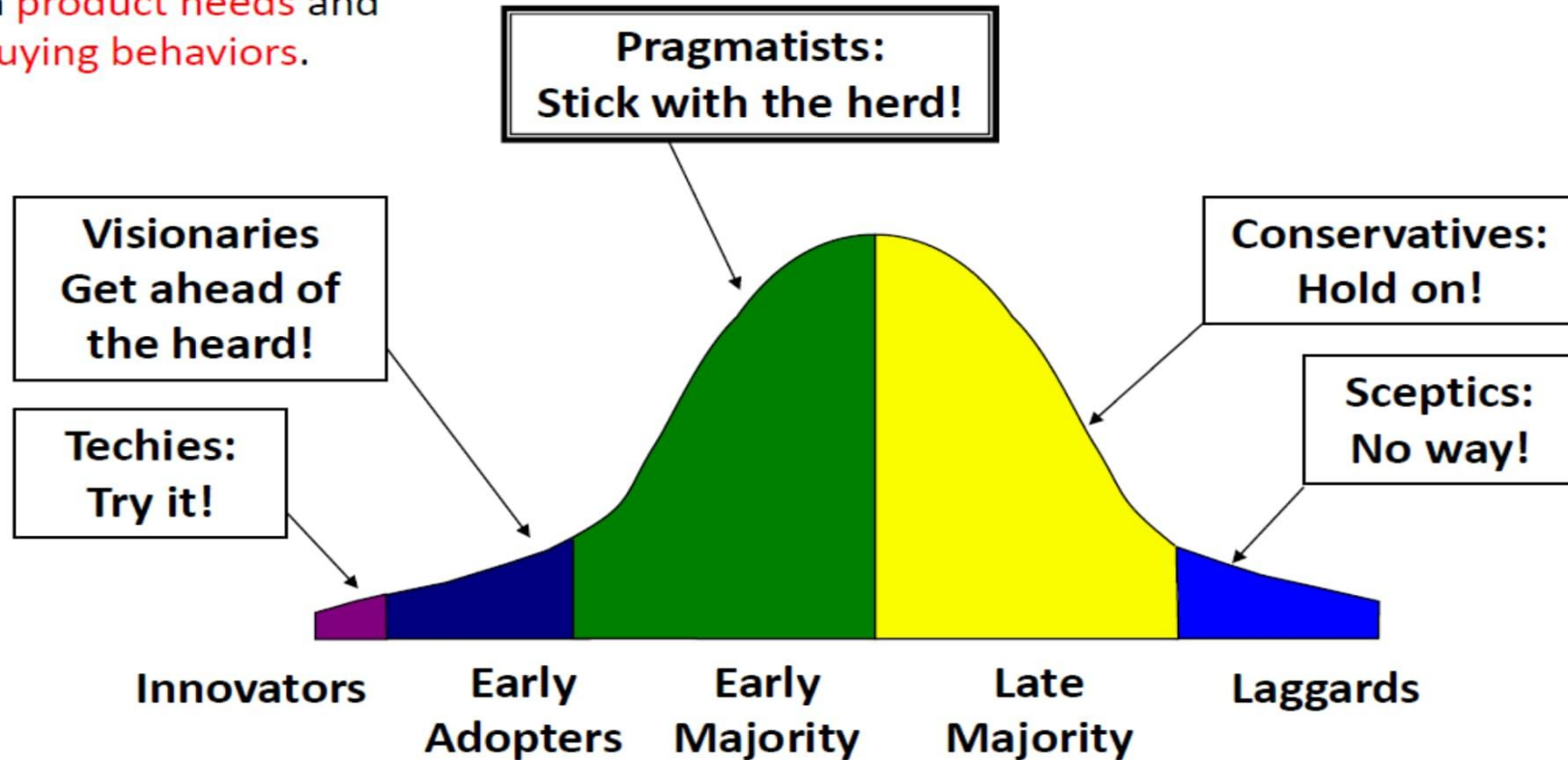
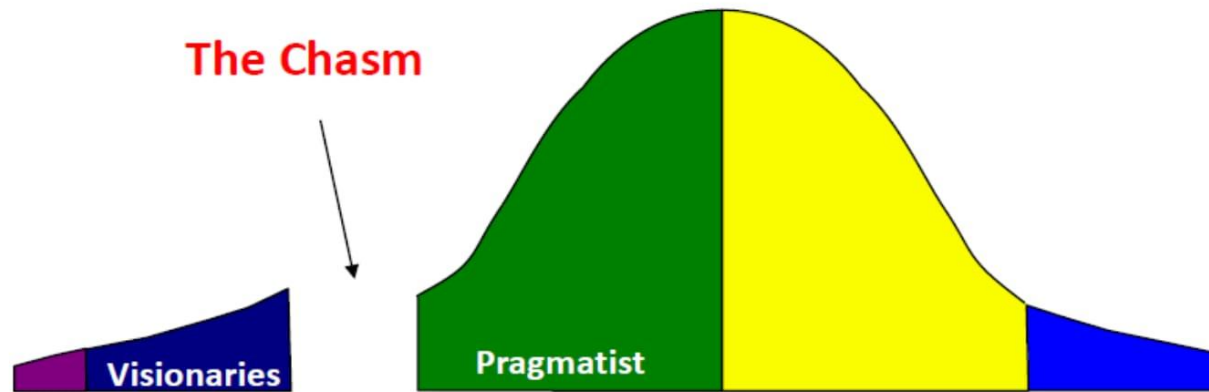


Illustration of Gmail -> <http://blog.mailchimp.com/major-email-provider-trends-in-2015-gmail-takes-a-really-big-lead/>

## Discovering that you are in the chasm



### Visionary markets saturates, or visionaries abandon

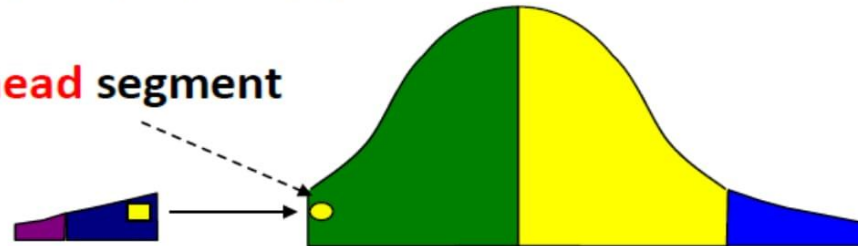
- Too late for revolutionary competitive advantage
- There are other cool disruptive things out there

### Pragmatists see no reason to buy yet

- Too early for anything to be “in production”
- No herd of references has yet formed

## Crossing the chasm

Beachhead segment



### The problem

- 80% of many solutions – 100% of none
- Pragmatists won't buy 80% solutions!

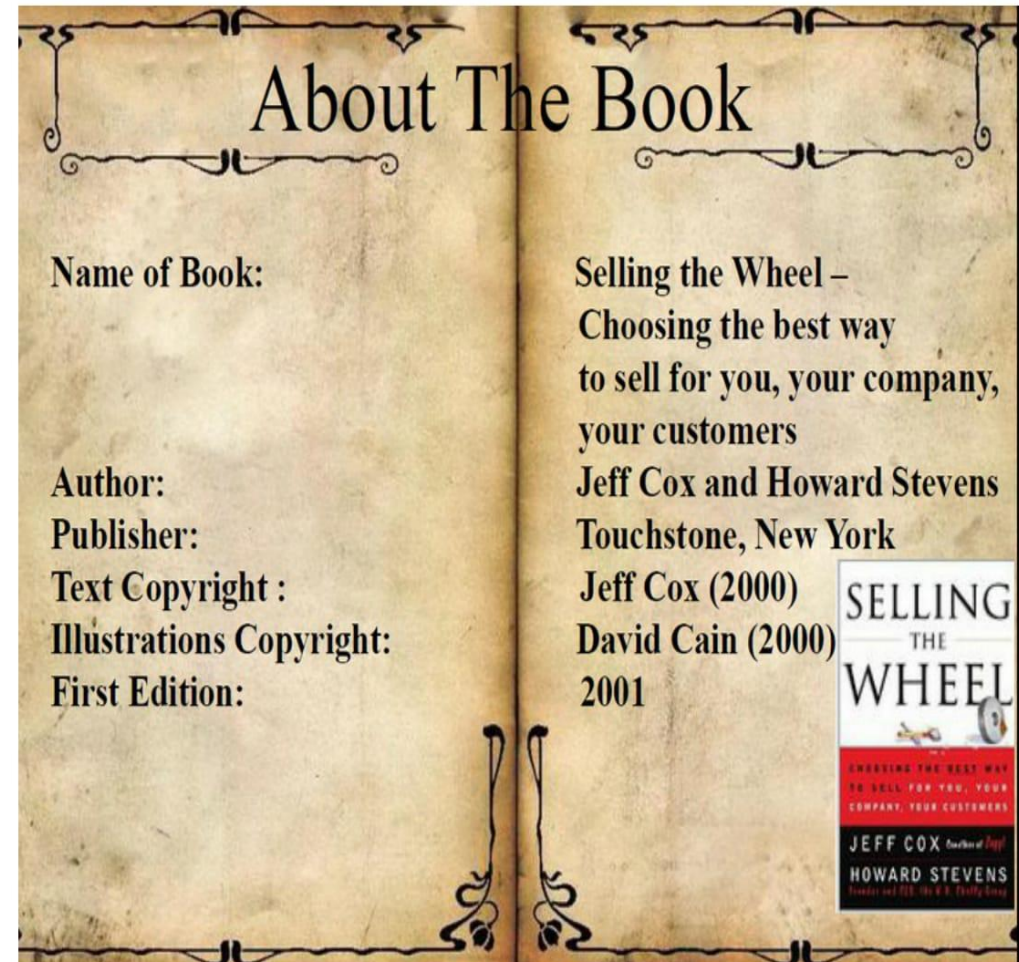
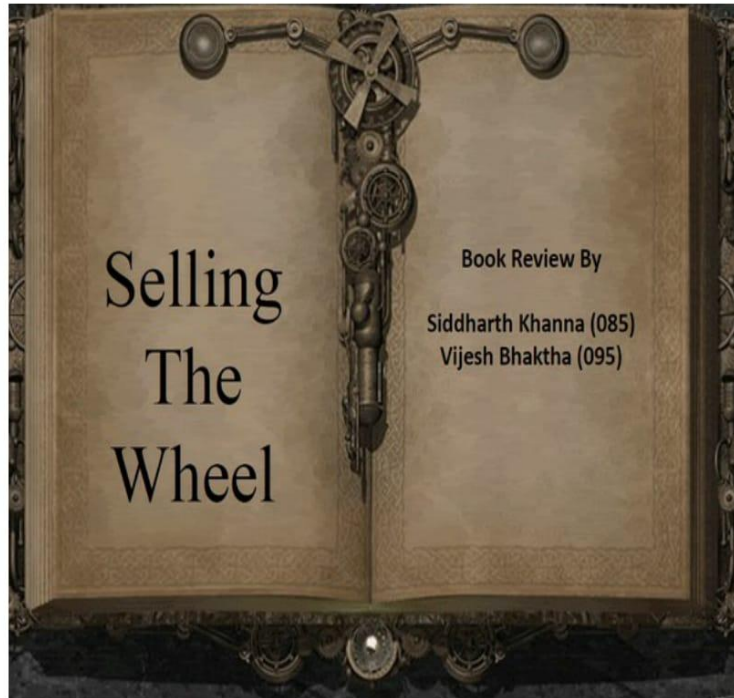
### Conventional solution (tends to fail)

- Committing to the most common enhancement requests
- Never completely satisfying any one customer segment's needs

### "D-day" solution (more likely to succeed)

- Focus all efforts on a single "beachhead" segment with a compelling reason to buy, develop a whole product, become a market leader
- Then leverage product and user references to attack other segments

**The consequence of being sales-driven instead of strategy-driven in the chasm is fatal – Focus !!!**



# **SELLING TRAITS & BEHAVIORS**

Insights from a lifetime of learning in sales

Rajesh Iyer  
Co-founder & Chief Business Officer -  
Herald Logic Pvt Ltd, Wonderlend Hubs Pvt Ltd

ENT – 201, IIT Bombay  
16 September, 2016

Trait 1

**ALWAYS  
SWITCHED  
ON**

Trait 2

**COMPETENT**

Trait 3

**CONFIDENT**

Trait 4

**TOMORROW  
IS ANOTHER  
DAY**

**MORE THEM,  
LESS YOU**

Behaviour 2

**ASK &  
LISTEN**

Behaviour 3

**MORE  
SOLUTION,  
LESS  
PRODUCT**

**MORE  
VALUE,  
LESS  
PRICE**

**SELL SOME,  
LEARN SOME,  
SELL SOME MORE,  
LEARN SOME MORE  
REPEAT OVER & OVER**

Thank you