

HOW TO USE STEVE JOBS'

SALES RULES

TO CLOSE MORE DEALS





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INTRODUCTION

Steve Jobs didn't just sell products, he sold ideas, experiences, and a vision.

Here are 8 rules inspired by him that can transform how you sell your product/service.



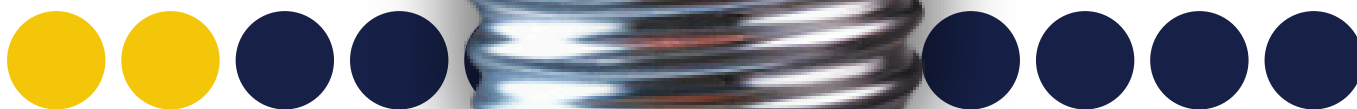


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RULE #1

CREATE A UNIQUE VALUE PROPOSITION





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YOU SHOULD:

Differentiate your product

Solve real problems

Sell with real passion

“You've got to find what you love.
And that is as true for your work as
it is for your lovers.”





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RULE #2

FOCUS ON BENEFITS, NOT FEATURES



Phone
Specs



"Capture
memories
effortlessly"





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YOU SHOULD:

Show how it improves lives

Translate specs into real value

Sell an experience, not just the product



"You've got to start with the customer experience and work back toward the technology - not the other way around."





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RULE #3

KEEP YOUR MESSAGE SIMPLE





YOU SHOULD:

Communicate clearly

Simplify complex ideas

Avoid overally technical details

“That's been one of my mantras – focus and simplicity. Simple can be harder than complex.”



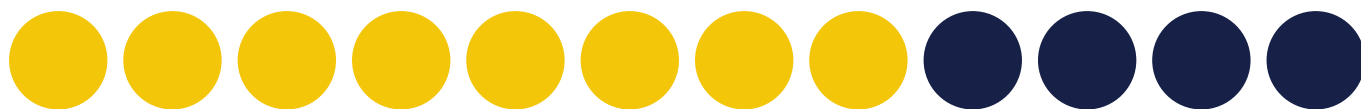


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RULE #4

TELL A COMPELLING STORY





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YOU SHOULD:

Use narratives to connect

Speak to emotions

Share impactful success stories

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.”





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RULE #5

GET TO KNOW YOUR AUDIENCE





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YOU SHOULD:

Research deeply

Understand their pain points

Personalise every interaction

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.”





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RULE #6

CREATE A POSITIVE EXPERIENCE



**CUSTOMER
EXPERIENCE**





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YOU SHOULD:

Focus on customer journey

Ensure positive interactions

Prioritise experience over products

“You've got to start with the customer experience and work back toward the technology – not the other way around.”





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RULE #7

DON'T BE AFRAID TO POLARIZE





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YOU SHOULD:

Highlight your strengths

Be confident

Bold ideas attract the right audience

“A lot of times, people don't know what they want until you show it to them.”





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RULE #6

STAY PERSISTENT THROUGH REJECTION





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YOU SHOULD:

Learn from every 'no'

Adjust, but don't give up

Keep pushing forward

“Half of what separates successful entrepreneurs from the rest is pure perseverance.”





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