

**My name is @raffel and
I Sell Dream**

Milwaukee PHP User Group 04/2010

What is This Selling Dreams You Speak of?

solid methodology to assess anything

- What is Selling?
- Who Sells?
- Where Does Selling Occur?
- When Are People Selling?
- Why Are People Selling?

"Selling is trying to make sales by persuading someone to buy one's product or service. From a management viewpoint it is thought of as a part of marketing,^[1] although the skills required are different. Sales often forms a separate grouping in a corporate structure, employing separate specialist operatives known as salesmen (singular: salesman). Selling is considered by many to be a sort of persuading "art"."

Wikipedia 04/27/2010



Who Sells?



Where Does Selling Occur?



welcome to
e.ggtimer.com

Start a timer

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When Are People Selling?



Why Are People Selling?

Why People Buy (Are Sold)?

source: Experience (learning from mistakes)

- Your solution solves a problem
- Your solution removes/fixes "pain"
- Your solution saves money
- Your solution saves people (head count)
- Your solutions is scalable
- related to above: what they have is not.

How To Sell (the Jim Raffel way)

source: JimRaffel.com 04/27/2010

- I sell a product I am passionate about.
- I sell Verified Color. Everytime. Everywhere.
- I approach the subject in a real, authentic and sustainable way.
- I use social media outpost to drive people to my on-line home base (web-site or blog).
- Then, they seek me out at industry events, because those I connected with want to meet me in person.



Dreams - theWit Chicago



Dreams - The Sunset Strip Client



Dreams - The Las Vegas Client



Elevator Speeches Suck - Speak Your Passion

"People do business with people they like."

-unknown