

HOW TO KNOW IF SALES IS FOR YOU?

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ALUMNUS, MPE, 1993

24 SEP 2020

Agenda

1. Current pandemic
2. Crisis breeds opportunities
3. A match made in Heaven
4. Individual traits
5. The first step
6. Million-dollar question!

Pandemic preparedness panel slams collective failure by world leaders to heed Covid-19 warnings

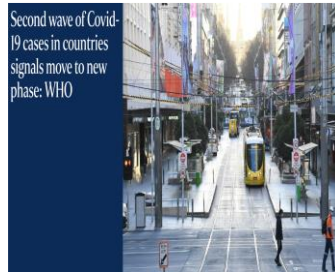
LONDON (REUTERS) - A collective failure by political leaders to heed warnings and prepare for an infectious disease pandemic has transformed "a world at risk" to a "world in disorder", according to a report on international epidemic preparedness.

"Financial and political investments in preparedness have been insufficient, and we are all paying the price," said the report by The Global Preparedness Monitoring Board (GPMB).

"It is not as if the world has lacked the opportunity to take these steps," it added.

1. Current pandemic

Covid-19 knows no boundaries...



South Korea reports 297 coronavirus cases since March



- Someone we know just recovered from it, another is completing the 14-day SHN
- Wearing masks is like brushing our teeth, TraceTogether app vs personal privacy
- No overseas vacation till 202X, how safe is the Reciprocal Green Lane, do vaccines even work?
- A new normal
(<https://edition.cnn.com/2020/05/20/world/gallery/new-normal-coronavirus/index.html>)

2. Crisis breeds opportunities

“The Chinese use two brush strokes to write the word 'crisis'. One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger, but recognize the opportunity.” – John Fitzgerald Kennedy

- Tourism, aviation, food and beverage, brick and mortar retailers etc.
- Vs. Online retailing, workspace solutions, video conferencing etc.
- My example: [Capital equipment for manufacturing](#)
- Missed opportunities as local and overseas travel restricted.
 - Customers put automation projects on back-burner to conserve cash.
- Company avoids non-essential expenditure
- [So how?](#)
 - Unfix the fixed (costs), keep the variable and fixed variable.
 - Open mindset for “impossible” transformation.
 - Seek out future trends – MEMS, AI, Smart Factory (they are less Covid-19 related!).

危机
wēi jī
危機
Danger Opportunity

3. A match made in Heaven

Branding and Storytelling: A Match made in Heaven

(<https://www.ie.edu/insights/articles/branding-and-storytelling-a-match-made-in-heaven/>)

- So you are a likeable person...
- So you chanced upon a request which you obliged by linking it up with your friend...
- It was a happy ending and you were given a fat red packet...
- And you decided to go into the property industry as an agent?!
- My example...

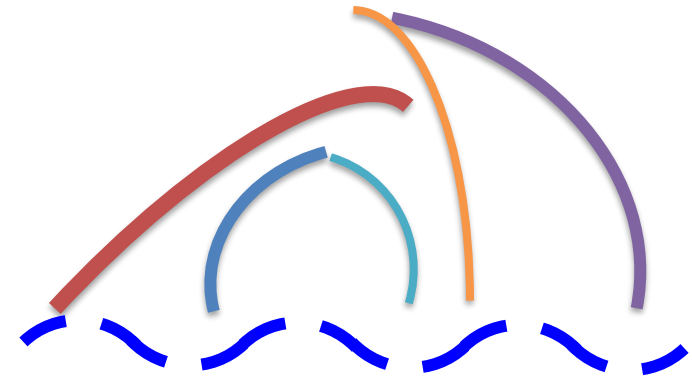
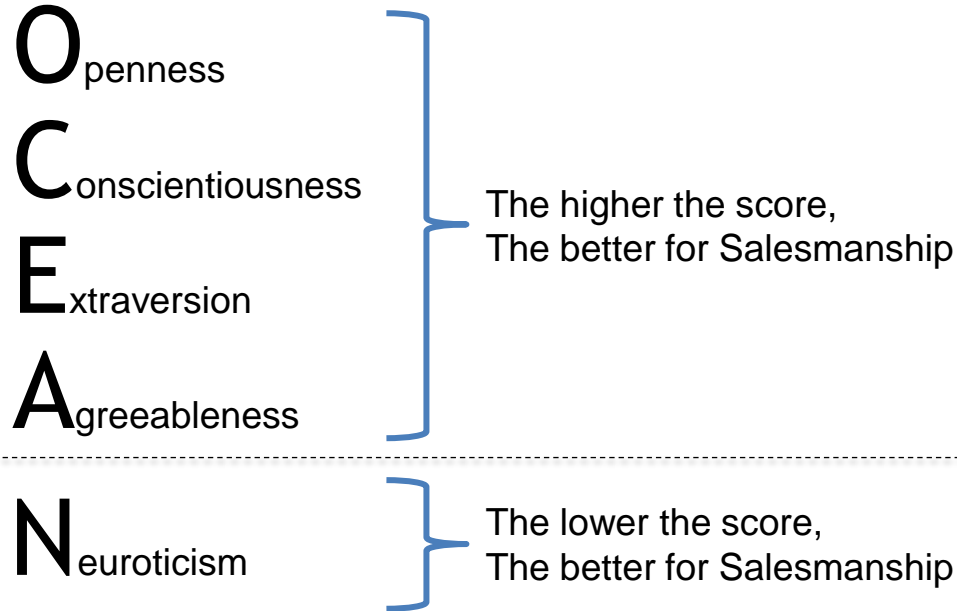


Eight storytelling techniques

1. **The hero's journey.** This recurring literary pattern features a hero figure who leaves home, embarks on an arduous journey, and later returns with new knowledge. This technique is very useful, for example, for illustrating the benefits of risk-taking.
2. **The mountain.** Adding drama to a story can be a way of highlighting the difficult challenges that lie ahead for a brand.
3. **Nested loops.** This technique mixes various layers of a central story. The stories serve as an inspiration or provide an explanation of the message you wish to transmit.
4. **Sparklines.** A real objective is presented alongside another (utopian) objective in order to deliver a call to action.
5. **In medias res.** The story begins in the midst of the action and then goes back to show how it all began. This technique is used to explain the present or a future scenario. It's a good way to grab the audience's attention right out of the gate.
6. **Converging ideas.** This is a good way to describe the birth of a complex movement that culminates in multiple ideas coming together.
7. **False start.** The story begins predictably but soon takes an unexpected turn. This technique can be used to generate surprise and to describe situations in which a project was forced to go back to square one.
8. **Petal structure.** Stories are told one by one before returning to the center that ties them together. This technique allows you to show various pieces of interconnected evidence revolving around a central theory.

4. Individual traits

Big 5 Personality Theories (<https://positivepsychology.com/big-five-personality-theory/>)



5. The first step

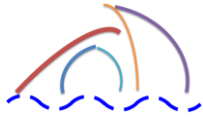
The first step is to recognize:

- It is not an easy job, let alone a career.
 - Higher turnover for the better and for the worse
- The need for active action, not passive reaction.
 - Pick up the phone and call now or “I have sent an email last week”
- If you can take rejection
 - A multi-million-dollar deal 12 months in the making, and...you are told that you are the stumbling block.
- That you ought to be self-motivated
 - Money motivates, management demands, co-workers expect nothing less.
- That patience is under the biggest human organ – a THICK skin (20sqft)!



6. Million-dollar question

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In my conclusion:

- Market experience is not equivalent to sales success.
- No scientific test – only characteristics.
- Personal interest and credible traits may only point the general direction.



SALESMANSHIP:

- Everyday life is about selling...
- Yet, some people say, “Stop selling, start helping”.
- Don’t just tell a story, live it.



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Thank-you.
Keep Safe.

