

*Steve Jobs "5" Secret for the Successful Sales & Marketing*

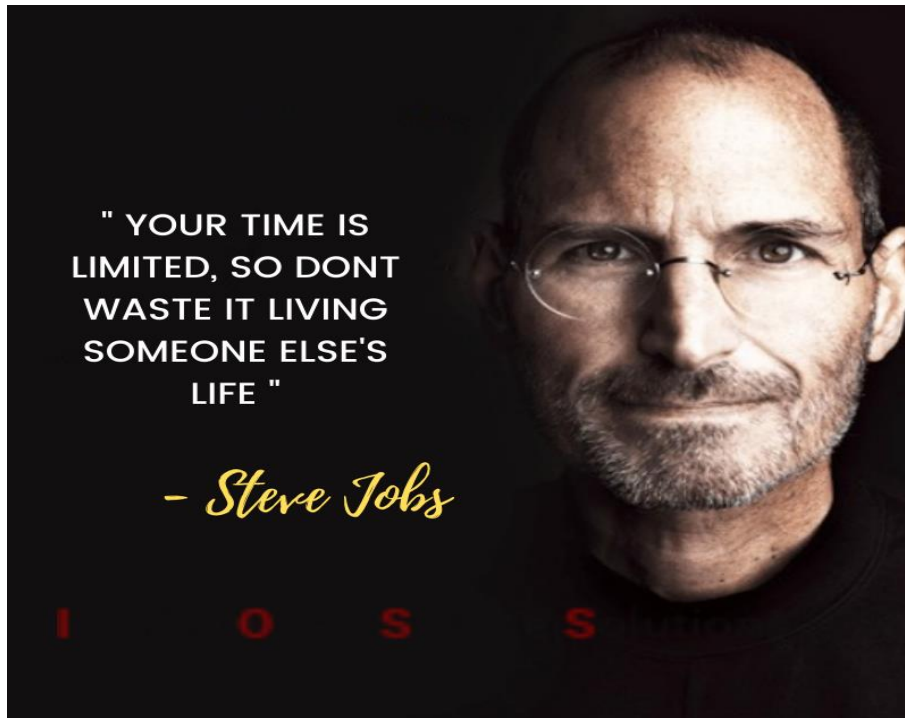
# STEVE JOBS



## SALES & MARKETING GURU



## **Steve Jobs "5" Secret for the Successful Sales & Marketing**



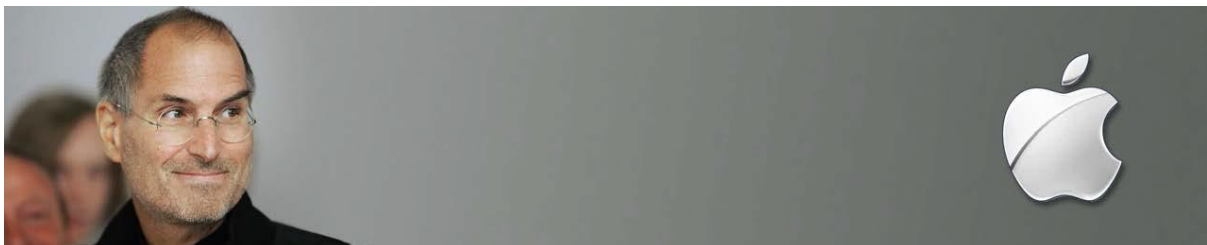
### **Life is too small to make mistakes & Learn!**

So, the smartest way is to Learn & implement from the expert.

And, if you want to master in Sales & Marketing then,

I am sure you will agree that Steve Jobs will be the best person to learn.

**STEVE JOBS is not only the CEO of Apple; he is a Legend, Influencer, iconic Celebrity in the world of Apple & Computer.**



## **Steve Jobs “5” Secret for the Successful Sales & Marketing**

### **Why Steve Jobs is most of our Sales Hero:**

- Do you know the demand for Apple products so, that everyone will be on the waiting list as soon as it launches? Does it due to Apple’s excellent products?
- Do Apple products are necessities like Food, Cloth & Shelter? Without which we can’t survive?
- Even though we have so many brands of devices, **why do we choose Apple products?**
- Do you know Apple products are not only designed by keeping in mind the external customer, it is designed well for the internal customer also?
- Do you know people buy Apple products due to its **Brand** or because of **Steve Jobs?**

If you have answered the brand, then it is NOT precisely, it is secondary. People deal with people; it’s their trust & psychology, which makes them buy.

Behind Apple’s success, the man behind is Steve Jobs, his thinking, dedication, service, philosophy, etc. He launches the product by himself, markets them; people trust him, which created the brand.

With his college dropouts friend Steve Wozniak, Steve Jobs started Apple from his garage, which is so well established all over became a need now.

Steve Jobs said, “It’s tough to design products by focus groups. Most of the time, people don’t know what they want until you **show it** to them.”

Steve Jobs has an amazingly different approach to marketing.

As per Steve Jobs philosophy, not only should the external customer feel the “**WOW**” moment of the product & it’s experience, an internal customer should also feel the same. Like, the Designer, Service Engineer, Salesperson all should feel the same during their development, service, even though they deal with the product’s internal section.

As a successful salesperson, before you promote or sell any product, you should be the product’s first consumer. You should know all its strength & limitations because it is a matter of trust, a customer buys by trusting you, and once it breaks, it will not only lose faith in you as a Salesperson; it will impact the brand name.

***“Better to be a Sales Consultant, rather than a Salesman.”***



## **Steve Jobs "5" Secret for the Successful Sales & Marketing**

### **How Apple Sales:**

- ✓ Make a great product.
- ✓ Deliver an extraordinary experience or moment.
- ✓ Get attention, promote extraordinarily!
- ✓ Continuous marketing and promotion to build a personal brand. Your product and service will always on top of the customer mind.
- ✓ Sell all related products and services so, no need to think of anything else.

### **Conclusion:**

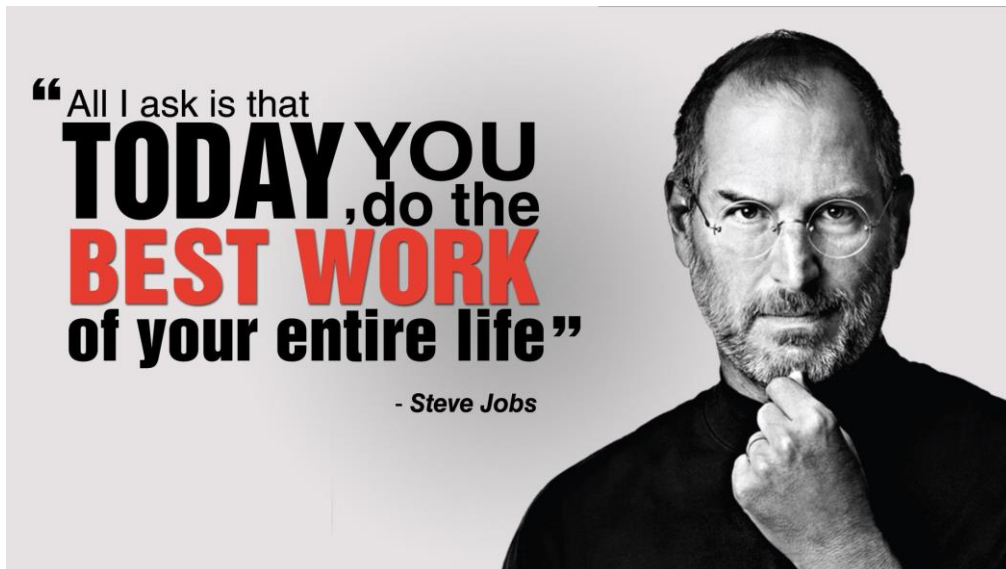
- Do more than expected.
- Be somebody by educating your market.
- Do something; Small action leads to a bigger plan.
- Be somewhere, don't stay at home, make a network with people.
- Go where the money is flowing and then stand in front of it.

*"If you are struggling to get the customer, then you are not getting enough attention!"*



## Steve Jobs "5" Secret for the Successful Sales & Marketing

### Secret#1 Think Out of The Box

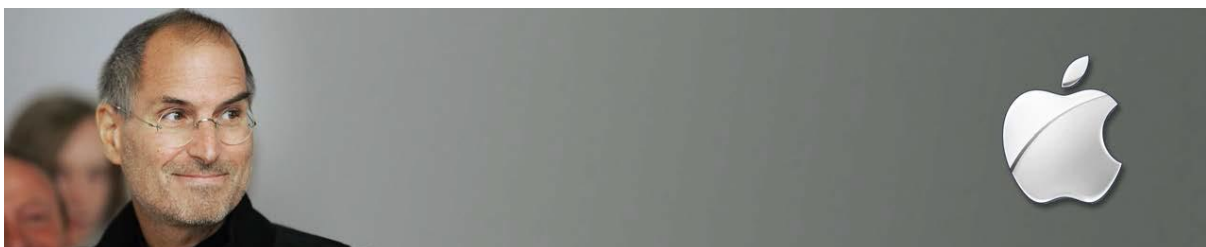


When you want to be successful, then learn from the already successful person in that field. Read their books, all related articles, watch their interviews, movies, product launches, etc. Through this, we can differentiate how we think & how they think differently.

Suppose if you go one more step deep to dig into what made the Apple business model so successful, apart from its elegant product design, software engineering, quality products, and great marketing, you will realize the difference.

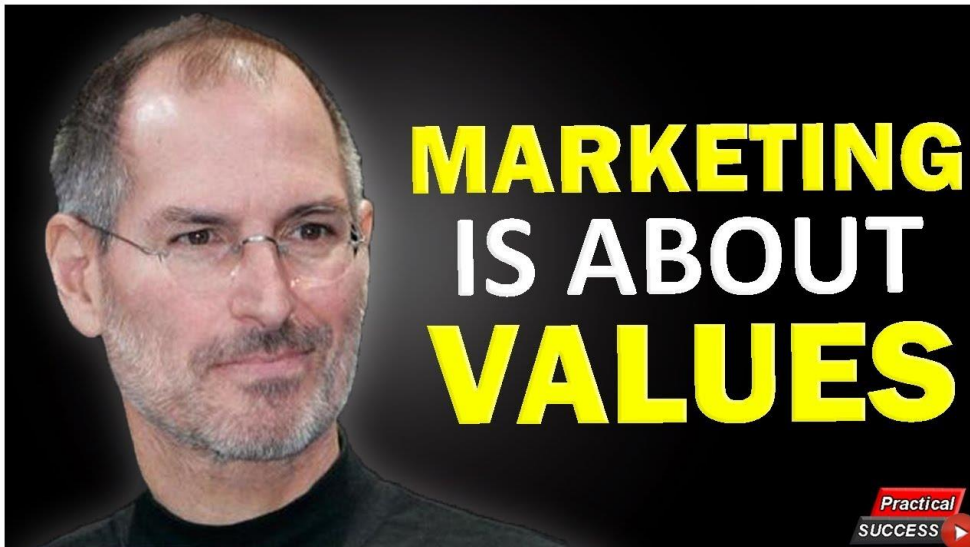
Steve Jobs never thinks to beat his competitor; instead, he utilizes his full focus & energy to make his product better; he predicts the needs of the market well ahead.

***"If you think & do what other people are doing, then you will be not different & be one among them. So, think differently, think out of the box."***



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### Secret#2 Be a Quantum Thinker



Do you know what Quantum thinking is? What does a Quantum thinker do differently?

As per the definition,

*"Quantum thinking is nothing but the mind's ability to function at a higher level of creativity and innovation. In this level, it will allow thinking, keeping in mind the next-generation products, services, and modes of business operation. It will allow the thinking pattern from linear thinking to the next level of holistic thinking."*

As a Quantum thinker, we have to find many approaches to the same problem, sell a product, and design a business model.

The conventional approach or ideas will not help to be a market leader, nor will it help sell it the same way as we do. Thinking about the market from a quantum perspective is like a bird's eye view and exploring in the broader sense.

*Apple never sells on discounts and still sell billions of products every year to their loyal customers. How is that possible?*

***"The broader one's understanding, the better design we will have."***

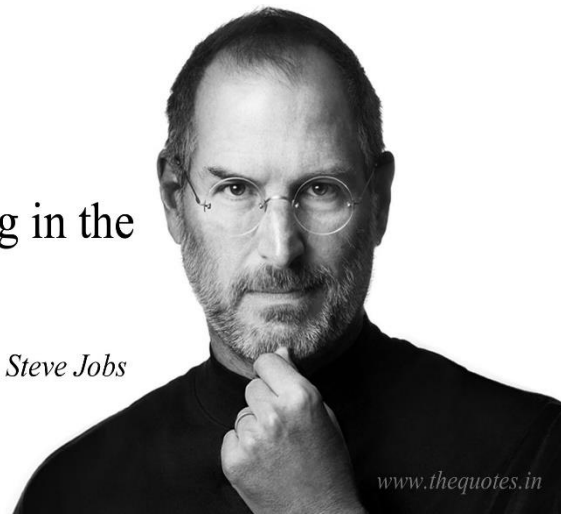


## Steve Jobs "5" Secret for the Successful Sales & Marketing

### Secret#3 Ask More, Ask Relevant Questions

I want to put a ding in the universe.

*Steve Jobs*



Steve Jobs asks questions that others don't think. He was one of the software professionals who were not aware of the market potential. All they wanted to do was build computers as a hobby.

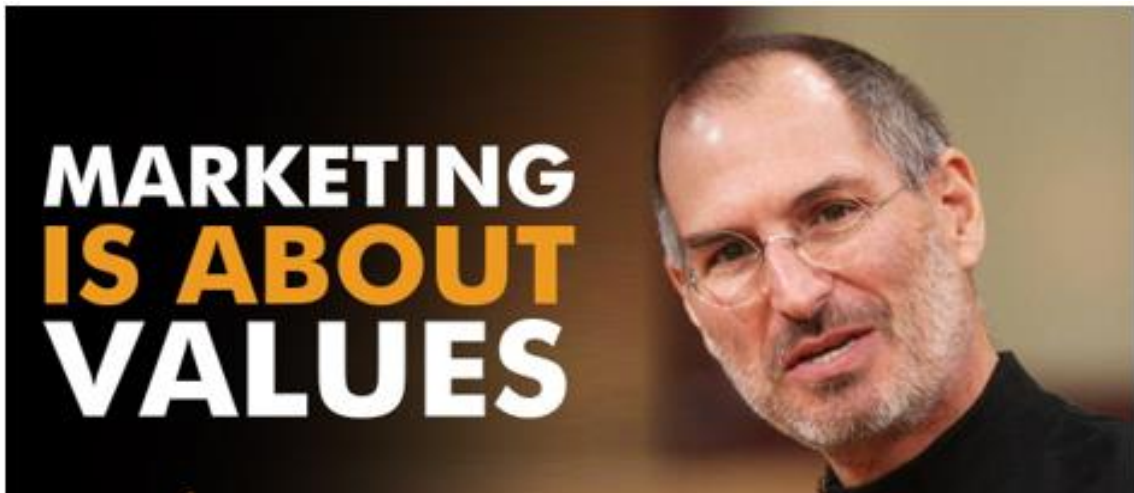
He was a great coach when it comes to generating new ideas and envisioning the "ding" he wanted to put in the universe. He asks, "What if " and "How can we" instead, "Here's what we do" and "This is why we are doing it."

*"The more you ask, the more you clear  
& the more confident you will be."*



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### Secret#4 The Reality of Dream



Steve Jobs is an excellent example of creativity in action; he converted our desire into our needs. It is again the magic of Quantum thinking!

People don't know what they want until you educate them on how your product will help them.

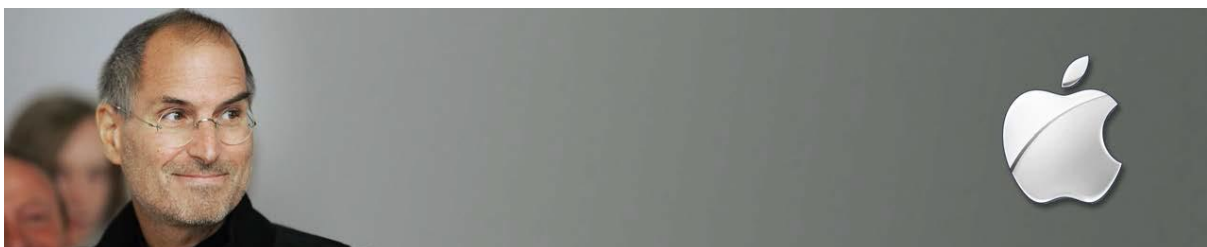
Once they are used to your great product, then they will be your brand advocate by actively spreading the word on behalf of you.

When we buy an Apple product, we are not only purchasing a great product of modern technology; we are purchasing an ideology into our life; it is an ecosystem of the phone, music, internet, game etc.

Steve Jobs brought *connectivity, ease, and convenience to the world in a hand-held device*. Life will never be the same because of the experience he sold to us as a mobile phone.

Apple products are so easy to use, even a non-technical person, a small child, all can use it.

*"Your Product offering should be MICRO, CLEAN, SIMPLE."*



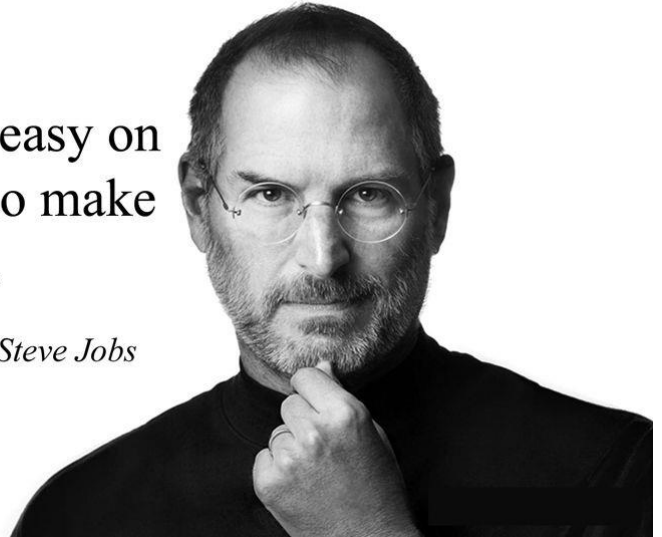


## Steve Jobs "5" Secret for the Successful Sales & Marketing

### Secret#5 Stay Hungry, Stay Foolish

My job is to not be easy on people. My job is to make them better.

*Steve Jobs*



**If you can't explain your business model on a small paper, then you don't have a business.**

*"If you do the same thing that you were doing, Then you will get the same result that you were getting."  
So, stay hungry, be innovative, try something new.*

As a Salesperson, you can learn so much from Steve Jobs; his motto was, "Stay Hungry, Stay Foolish." As a foolish, you can take a small risk to achieve something big. You cannot bring anything new to your business model by thinking in the same old pattern. The creativity of Steve Jobs is a great inspiration that can be applied to any field.

*"The only way to do great is to love what you do.  
If you haven't found it yet, keep trying, don't settle."  
"There's something much bigger there to achieve."*



## **Steve Jobs "5" Secret for the Successful Sales & Marketing**

### **Let's Conclude:**

Steve Jobs Sales Philosophy is,

- ✓ "If you live each day as if it is your last day, someday you'll most certainly be right."
- ✓ "The only way to do great is to love what you do. If you haven't found it yet, keep trying, don't settle."
- ✓ "Only crazy people can change the world, so be crazy."
- ✓ "If you look back & connect all your dots, it will reach your present situation."
- ✓ "You have limited time, so don't waste it living someone else's life."
- ✓ Rather than competing with others, try to improve yourself.
- ✓ "Your Network is your Net worth so, build your own community."
  - ✓ Many more.

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*If you like the content, then don't forget to thank its creator.*

# **Thank You!**

