

FREE FROM THE AUTHOR OF HOW TO ROQNROL YOUR CUSTOMERS



THE SEVEN. FREE.

The 7 foundational principles to sales communication.
One card for each principle. Posting now on LinkedIn, free to keep.

- 1 RAPPORT** - Rapport is not small talk.
- 2 ORIENTATION** - First impressions do not get a second take.
- 3 QUALIFY** - A title is not a decision.
- 4 NEEDS** - We are problem solvers. That is the bottom line.
- 5 REMEDY** - A feature is not a remedy.
- 6 OPPORTUNITY** - An objection is information, not a wall.
- 7 LEAD** - Ask for the order.

Before it was a book, ROQNROL was taught live to hundreds of salespeople and teams for Fortune 500 companies like American Express and University of Phoenix. Seven principles that never expire, because tactics change and principles do not.

THE FULL PROGRAM, IN THE BOOK

HOW TO ROQNROL YOUR CUSTOMERS

by Chip Von Gunten

Paperback \$9.95, was \$14.95. On Amazon and at chipvongunten.com/shop

We're talking about the 7 key Principles of Sales Communication in a series on LinkedIn - [linkedin.com/in/cjvongunten](https://www.linkedin.com/in/cjvongunten)

ROQNROL • RAPPORT



**People buy things from
people that they feel they
know and trust.**

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ROQNROL • ORIENTATION



**Sometimes, you've only got
that one chance to make the
first impression.**

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ROQNROL • QUALIFY



**It is not necessarily the
title that you are after,
but the ability and power to
make the decision to buy.**

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ROQNROL • NEEDS



**Your job as a sales person
is to help them to
recognize that they are in
fact thirsty!**

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ROQNROL • REMEDY



**A sale is made after your
prospect has built a
resolve to buy.**

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ROQNROL • OPPORTUNITY



**Projecting a positive brand
image is the duty of the
professional sales person.**

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ROQNROL • LEAD



**You don't get anything
unless you ask for it!**

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