



DEEP UNDERSTANDING
LEADS TO GROWTH

How To Improve The Sales Process

Sales Secret of Cocos





**Egocentrism
is Limiting Sales!**



Empathy

FOR EACH STAGE

Use Empathy to...

1. Empathy for the sales person.
2. Create Customer Profiles – Deep thinking about the customer.
3. Create products and services that is all about the job to be done.
4. Create stories.
5. Create customer-centric story based presentations.



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**Thank
You**
