

A blue-tinted photograph of a subway platform. The perspective is from the platform looking down the tracks. A train is visible at the end of the tracks, with its headlights on. The platform has a tiled floor and a wall with a grid pattern. The ceiling has a series of parallel lines. The overall atmosphere is futuristic and clean.

# Conversation Driven Business™

Strategic Venture Consulting

# WHAT IS A SALE?

A sale is not just a signed contract, or the exchange of money for product.

A sale is a set of **mutual commitments** between buyer and seller to fulfill a **set of promises** with explicit and implicit **conditions of fulfillment**.



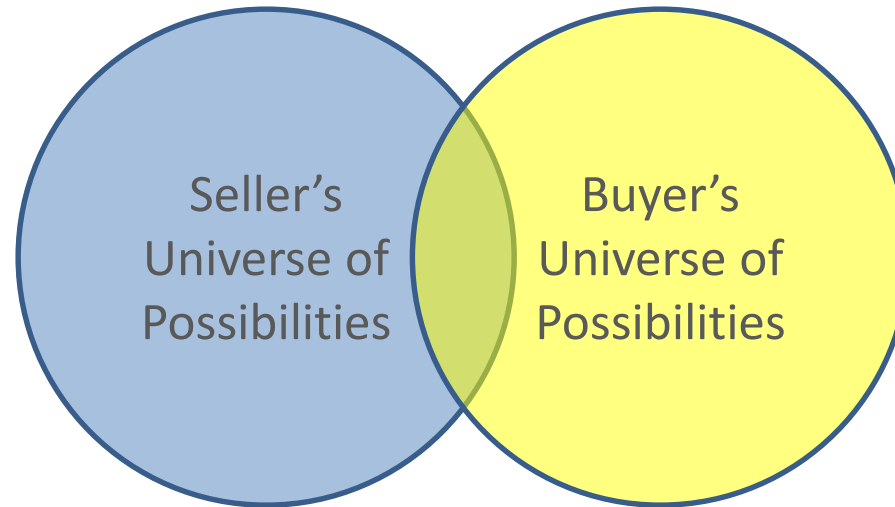
# MUTUAL COMMITMENTS

Without necessary and sufficient mutual commitments, there is no sale. As sellers, we want to reliably and efficiently produce these mutual commitments.

You are prepared to make and deliver on the necessary promises on your end. But those prospective buyers...



# SHARED POSSIBILITIES

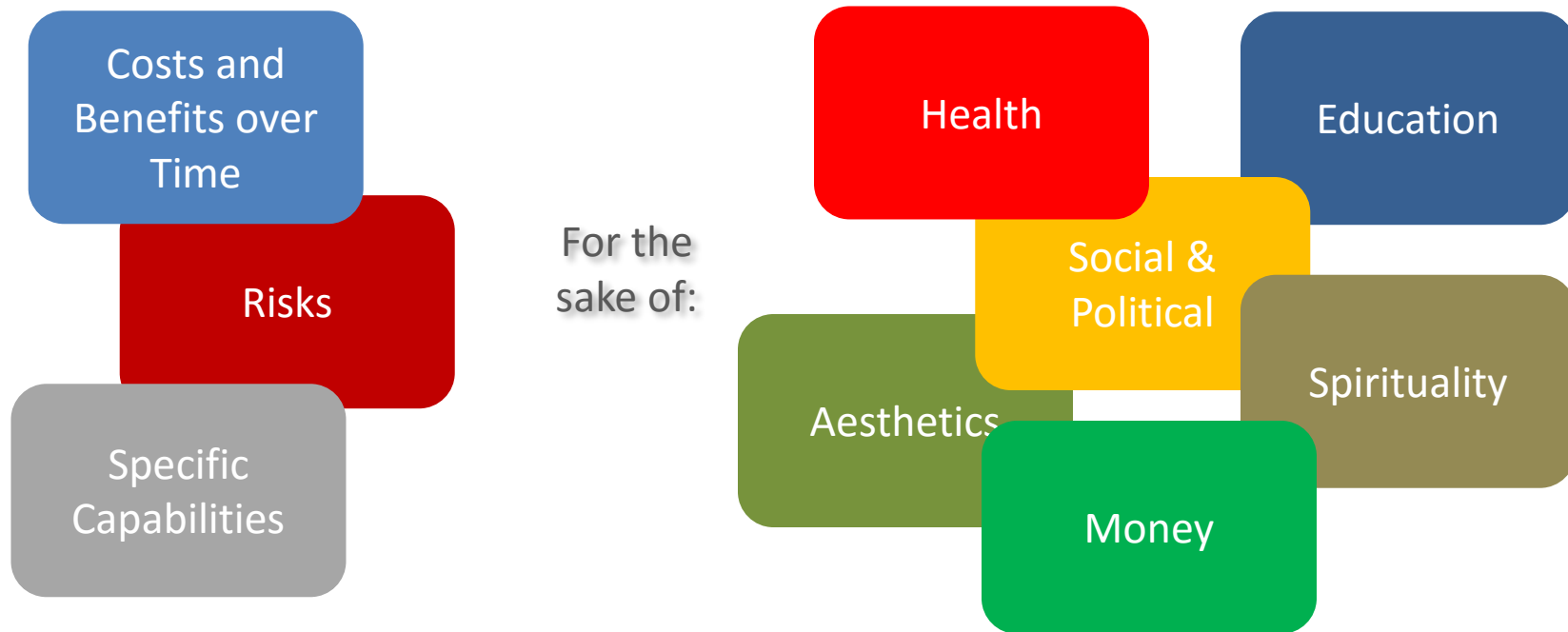


- We only commit ourselves to what we think possible.
- Sellers often assume that buyers share their universe of possibilities. If this assumption is wrong, the seller can waste a lot of time and energy for both.



# Live Your Buyer's Concerns

At the heart of every buying conversation is a set of concerns the buyer or buying team desires to take care of.



# FOSTER TRUST

All mutual commitments, therefore all sales, are based on TRUST.

Trust comes down to the assessment others make of your **sincerity** and your **competence**.

- Always be honest
- Make and fulfill small promises – this demonstrates both sincerity and competence



# MAKE STRONG OFFERS

- Buyers respond to clear, strong offers. At the very least, strong offers help illuminate concerns so they can be addressed.
- A strong offer
  - Directly addresses the buyers' concerns in order of importance
  - Is specific in time, money and conditions
  - Offers a risk-reducing guarantee
  - Is backed by strong endorsements/testimonials
  - Creates no uncertainty, doubt or confusion



# ABOUT

**Conversation Driven Business™** has been developed and validated through more than twenty years of application in software and IP-based businesses, growing sales and profits, accelerating product development, and reducing internal waste and conflict.

**Conversation Driven Business™** principles apply equally well to any business in all disciplines -Sales, Marketing, Product and Service Development and Operations.

Thanks for taking a look. We welcome your feedback and comments.

Website: [www.strategicventureconsulting.com](http://www.strategicventureconsulting.com)

Email: [bob@strategicventureconsulting.com](mailto:bob@strategicventureconsulting.com) to learn more.





# About SVC



Bob Kimball is SVC's principal. Bob developed SVC's Growth Framework and Conversation Driven Business™ practices during his career as a software/internet, IP-based and Engineered Products executive. Bob's interests in marketing and software are based on conviction that well-conceived and marketed software has the power to greatly improve the effectiveness of business and the quality of our daily lives.

Bob received a wonderful educational gift in the late 1980s that expanded his world of possibilities, grounding and motivating his ongoing work. Russell Redenbaugh purposed work of Dr. Fernando Flores for businesspeople through his educational organization Kairos. Based on the towering intellectual work of Dr. Flores that explores human life as biological, linguistic and social-historical, Russell's teachings exposed Bob to a DNA of language and conversation – how it creates the possibility of new possibilities and provides for the mutual commitments that power our work together. Conversation Driven Business strives to apply and honor those teachings.

Bob's experience and perspective on keys to business growth derive from OJT in roles including product manager, product line manager, marketing director, business director, VP Marketing, VP Sales and Marketing, VP Business Development, Chief Technology Officer, President and CEO in companies ranging from early-stage venture-backed to F1000 including Hewlett-Packard. Bob received his undergraduate degree in Solid-state physics and electronic design from UC Berkeley and an MBA in Marketing from the Anderson School of Business at UCLA. Bob is an avid life-long student of human behavior and software's role. Bob lives at the eastern edge of California's Central Valley with his wife Kelly, three big dogs and a couple of cats.



# CONTACT

SVC is based in Oakdale, California

Reach SVC by phone: **415.504.2564**

Email: [bob@strategicventureconsulting.com](mailto:bob@strategicventureconsulting.com)

Skype: robert\_r\_kimball

