

Expanded Golden Rules

- **Know what you are selling**
 - It is more than just the product, but instead a bundle of valuable things that are appreciated by your target customers.
- **Know who you are selling too**
 - Each group of customers has a different set of characteristics and needs that you have to adapt your sales approach to meet.
- **Know your own story**
 - Your story is unique to your business, it adds value to your product
 - Your story must show in everything your customers sees and you do
 - You need to be able to tell it in the time it takes to ride an elevator to the top of a building with a potential investor in your business
 - Your story is your position
- **Don't make assumptions**
 - Don't guess about the viability of your business idea or the behavior of your customers. Find some way to prove that what you think is true really is.
- **Be customer oriented not product oriented**
 - Think "My customer wants lettuce – how can I get it to her the way she likes it? NOT "I grow lettuce – how can I find someone to buy it?"
- **Sell feature and benefits**
 - Say, " this red lettuce is contains more vitamins to keep you healthy" not just "I have red lettuce to sell"
 - Each feature has a benefit that your customer values. Connect each thing to make a sale
- **Be a price maker not a price taker, don't sell commodities**
 - If you're selling something that can't be distinguished from another farmer's product, you can't control the price at all. If the other farmer is big, you will loose.
- **Diversify carefully in all directions to manage risk**
 - Growing many crops, for many kinds of customers will reduce your risk of loss. But your management job can become overwhelming and your quality, reliability, and service will slip.
 - You must strike a balance between diversity to manage risk and management time to maintain quality.
- **Start as small as possible and learn the market**
 - Find out the smallest way you can enter the market in order to minimize your risk. Then once you learn how it works you can grow.