



First Avenue
Ventures

The Structured Start-Up

WORKBOOK



**MODULE 9: GUERILLA
MARKETING, GROWTH
HACKING, AND OTHER
SALES TECHNIQUES**

TOPICS COVERED:

How trust is important to the sales process and the importance of studying how other companies build trust through their go-to-market strategies.

**LEARN WHAT
MATTERS
MOST**

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<https://learn.firstavenueventures.com>

WHAT SALES TECHNIQUES ARE GOING TO BE MOST EFFECTIVE IN BUILDING YOUR PLATFORM?

“Virality isn’t luck. It’s not magic. And it’s not random. There’s a science behind why people talk and share. A recipe. A formula, even.”

— Jonah Berger, “Viral’s Secret Formula”

“Content builds relationships. Relationships are built on trust. Trust builds revenue.”

— Andrew Davis, author of *Town Inc: Grow Your Business. Save Your Town. Leave Your Legacy*

When looking at the methods you’re going to use as sales techniques, there’s no need to reinvent the wheel. However, you inevitably will have a degree of novelty in what you are providing and delivering -- the product or service -- as well as a degree of novelty in the sales and marketing of the product or service, as discussed in the previous module.

We have found that trust between provider and customer is almost always the key element. The question is how deeply the customer needs to trust you before they make the purchase, as well as how you gain and capitalize on that trust. While that depends on the nature of the service or product, the central factor in sales is almost always trust.

So, a key thing to do is to figure out how similar products and services provide trust, as well as how that trust figures into their sales process. The digital world provides a new array of options and opportunities, but this also makes for a very noisy and crowded room. How do you stand out in order to talk to your customer so that they gain trust in your company, product, and service?

It's not always easy, but look to other companies. Look at the similarities in how they executed their go-to-market strategies. If you have a SEO strategy, read up on the latest SEO tactics. If you have a PR strategy, study the most recent guerrilla PR strategies. Email campaigns, social media, network marketing, websites, and so on: examine how the best companies executed all of their marketing strategies (relative to size, scale and financing). Then, reiterate slightly and execute.

For young companies with an entrepreneurial mindset and without unlimited marketing budgets to plow into broadcast advertising, finding a way to get your message to break through is a challenge. However, there are also some tried-and-true methods. Guerrilla marketing and growth hacking are two resources that provide tactical advantages that may help you stand out from the crowd.

If you are original, you have to be original. Copying may be the sincerest form of flattery, but the uniqueness of your product and service deserves a unique marketing strategy.

[This may be true, but keep it in check.]

**CONFLICTING
DYNAMIC**

QUESTIONS TO CONSIDER

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1. How do you stand out in order to talk to your customer so that they gain trust in your company, product, and service?

2. What sales techniques are going to be most effective in building your platform?

QUESTIONS TO CONSIDER

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3. What explicitly is your message to your first customer? Your next ten customers? The customers after that?

4. What communication channels are you going to use to deliver the message in the question above to the first customer? The next ten customers? The customers after that?
