

The Law of Natural Sales:

A Business Development Guide
for Non-Stop Sales

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Introduction

I started my career in advertising & public relations, and my journey was a constant exploration of creative avenues to thrust brands into the limelight and supercharge sales, all without imposing my physical presence. It was about cracking the code, understanding customers beyond the flat surface, delving into their personalities, and sculpting a pitch that they not only buy into but also own. Picture my invisible hand orchestrating their every purchase move, leaving them convinced they're the decision-makers, while behind the scenes, I'm guiding their decision-making!

After six years of navigating the integrated marketing communications world, I took a sharp turn into the domain of account planning/strategy. But hold on, not in your typical agency scene like you might have imagined—picture me doing strategy in a “venture creation and investment company.” Pardon the grandiose word—what we did was essentially run multiple businesses. This shift wasn't just about being creative; it was a call to innovate, contribute to the bottom line, and, most importantly, sell! I even birthed a small brand under the company's wing and let me tell you, it was no walk in the park. Suddenly, I wasn't just the strategy guy; I was the one-man army juggling sales, marketing, finance, partnerships, and resource management, both human and non-human. After 3 years, I decided to venture out and co-found my first business—a digital-driven hygiene solutions company.

Entering the entrepreneurial arena, I quickly learned that sales isn't just a department, it's the lifeblood. And cash flow? The undisputed king. No matter how lofty my ideas were, the stark reality was I had to sell. Money wasn't a luxury, it was a necessity, especially as a bootstrapped founder yearning for immediate results. The culmination of my years in strategy, advertising, public relations, project management, and partnerships birthed a sales style that wasn't just a dance—it was a performance. The proof? I successfully made millions in revenue selling to multinational organizations, VC-backed startups, and multilateral organizations like Regus, SeamlessHR, UNICEF, and many others. And the fantastic thing—I did all these with brands less than a year old!

Outside of product innovation, I found the sales methods that evoke this magic. And guess what? That's precisely what I'm laying bare in this book. This book isn't a textbook or your typical go-to-market sales strategy book; it's a raw, unfiltered practical workbook—a power tool condensed for your reading in one sitting while you unleash the insights immediately. While I can't promise miracles, this book will get you closer to better sales outcomes than traditional sales approaches.

Grab a pen and paper, commune with the ideas, see how you can incorporate them and get to work.

So, no more preamble—let's dive in and uncover the secrets that'll turbocharge your sales game!

Chapter 1

Sales Moments of Opportunities

“History always repeats itself—Sales opportunity also repeats itself!”

In the wild jungle called sales, history doesn't just repeat itself, it roars back with a vengeance! Sales has long been painted as a cutthroat sport: you've got a product, done the tests, thrown in some advertising cash, and now it's showtime. The sales team hits the road, BDRs make those calls, facing the occasional verbal onslaught—no big deal, just keep calling and book those meetings. Account managers seal the deal in the first meeting. By Q1, the target is \$50M in revenues! It's a familiar script, but let's face it; it's like running a marathon in quicksand. BDRs burn out, account managers bail and the VP of sales is left playing talent scout for the next set of rockstars. I've seen this drama unfold in small B2B sales shops in Argentina to corporate giants in the US.

So, here's the first rule of thumb—enough with the quota pressure. Build your sales force with this mindset: in life, as in sales, history repeats itself! There's a rhythmic cycle of opportunity, and once you spot it, ride that wave for all it's worth. Instead of swimming against the tide, look for those moments of opportunity to hitch your sales cycle and market entry onto.

“Bami, what’s this moment of opportunity you’re talking about?” I’m glad you asked! We’ll take it a step at a time. First, let’s dive into the steps of understanding your sales strategy and aligning them with these moments of opportunities:



1. **Sell what people like – they don't have to need it, but they must LIKE it!**

This might seem like a no-brainer, but it's always worth repeating. We're emotional beings. We gravitate towards what we like and steer clear of what we don't, even if it doesn't make logical sense. I'll tell you a story. I once sold water purifiers in West Africa that purify 4 litres of water under the sun in 3-4 hours. Folks did not really need the product. The large family size, water and economic conditions called for a more sophisticated and scaler approach to arrive at a solution. Then again, the product was seasonal as it worked with solar energy which is quite inconsistent during the periods the product was going to be needed the most—during spring. Cholera outbreaks usually happen during spring when the rain is heavy and wash off faecal matter from animals and places with open defecation to water spots. In many West African villages, the water spots were usually wells and rivers in open spaces. Safe to say, this product wasn't exactly the palliative the villages needed, but it was a good start to solving the problem, and here was a moment of opportunity for every purification systems company in Africa and I keyed into it. We sold the product on the premise of preventing cholera outbreaks but beyond that, we incorporated the product as a lifestyle product for the communities whose children are suffering from stunted growth due to the damage caused by the constant use of contaminated water. The stakeholders loved the product and the people liked the idea of having a mini water dispenser—something fancy maybe, well, that worked for me. We ended up securing two partnerships to distribute 20,000 of the water purifiers across three Nigerian states.

Notice what I did right there. I framed the purifiers, not just as a solution to cholera outbreaks but as a lifestyle product. It worked. We secured partnerships, distributed thousands of purifiers, and became a loved brand.

Remember, people change their iPhones every year not because they need to but because they like it. The emotional connection is potent, and finding the right narrative for your product is the key to winning hearts and sales.

Now picture the time you had to use that nasty-smelling drug, you really needed it to survive but you hated it. Immediately you noticed that you got better, you stopped it even though you've not completed the dosage, you'd rather risk a disease comeback. You can't even recall the name of the drug and you like it that way. If not for survival, you never will use it. Such is the power of human emotions. Again, this is worth repeating in a plain way: we love what we love and hate what we hate! Ensure you find the best narrative to position your product to be perceived positively and liked by your customers to avoid headaches for your sales team.

2. Have an eagle eye to identify opportunities using your sales research function.

Opportunities are often veiled, requiring a keen eye and grit to uncover. The basics are non-negotiable: talk to customers, attend industry events, and keep an eye on the economic horizon and global events. Connecting dots that seem unrelated is where the magic happens. Going back to my water purifier tale, before jumping into sales outreaches, I

consulted my research team. We dived into SWOT and PESTLE analyses, conducted extensive water sector research in six cities, and studied national water plans. Eventually, the pieces added up, we noticed there was an annual cholera outbreak problem in Nigeria. Nobody was ever prepared for it and it was wickedly persistent. Every year it happens, the national emergency response team kicks in and many third industry players do their best. Once the rains are gone, everyone goes back to business as usual. This was our moment of opportunity staring us in the face. If we could incorporate this product just at that time and make it a lifestyle product, make the people the sales agents and partner with stakeholders, we have a winner. And the opportunity came exactly 9 months later!

3. Prepare to identify these moments using the SLB Effect.

When starting out on a sales project, I work with what I call the SLB Effect to outline crucial information for my industry.



S: Short-term Indices

L: Long-term Indices

B: Black Swans

Short-term and long-term indices focus on immediate happenings and future predictions around your industry, location, politics, and global trends. The more information you gather, the better you can distill moments of opportunities. As for black swans—these are events you can't predict but can prepare for, they're wildcards that can work in your favour. Take COVID-19, for example, my hygiene company rode that wave, targeting businesses in dire need of disinfection solutions during lockdowns. Being prepared for black swans can turn chaos into opportunities.

Before COVID, we already were parlaying moments of opportunities around the short-term happenings most especially with spa and wellness companies seeking a better hygiene experience for customers. Then COVID struck and everywhere was on lockdown. That was our opportunity to shine. We knew businesses would do anything hygiene-related to keep their companies open especially if the entire premise of their business was built around a physical presence. Our first target was coworking spaces. We knew this business needed to keep their shops open for sure or they risk redundancy, cinemas also were prime targets for us. Riding on the COVID-19 wave, we sold disinfection solutions to one of the largest global corporations in the coworking/real estate Industry, Regus. Regus registered us in their US HQ as the vendor of choice and we worked on getting all their locations safe and open for business. In hindsight, this looks so easy but without thinking through these moments, we might also have packed up. The amazing part here is a startup 6 months old selling to a

global corporation without any competition. How does a global company deliver such an assignment to a small, young team; we simply parlayed a huge moment of opportunity! I love black swans!

Regus backstory: The art of the deal.

I had met the Executive VP and Chairman for West Africa at the Nigeria Coworking Conference where he was speaker, so I had his contact details (Later in the book, I'm going to be sharing with you techniques for your leads generation building). When COVID struck, I knew the entire coworking Industry needed intervention, so I sent a simple email to the Chairman to kickstart the entire process – using the latest disinfection technology we've just exported from Spain, an electrostatic machine gun that exploits the principle of electrostatic induction to distribute disinfectant solutions on surfaces effectively and evenly, I suggested to Regus that I'll train their hygiene staff on how to keep their coworking spaces 99.99% free of microorganisms; bacteria, fungi, viruses and spores, if we are contracted to handle the disinfection of the spaces so folks can get back to work. The combination of the latest technology, the urgent need and the extra perks all wrapped up in the moment of opportunity gave us the deal.

But wait Bami, what if there are no moments of opportunity, does that mean we should not sell? Listen, it's impossible for you not to have a moment of sales opportunity for a long time. Life is busy and there are activities daily. The opportunity for a particular moment might not be outsized but work it with diligence while waiting for a bigger circle. They

will always come. Like in my hygiene company, we were already selling to a smaller market using our voucher system with spas and wellness organizations before COVID struck and gave us a bigger pie. Without COVID, we would still have latched onto another bigger moment. Actually, before COVID we had started working on targeting the rideshare companies that had customer complaints about car hygiene. Our initial calculations showed us that there were over 10,000 active weekly drivers for the number one ride-hailing company in West Africa then. If we approached them with a solution, that would be over 10,000 disinfections weekly for our company! Massive money. COVID-19 simply accelerated these opportunities.

Now, how do you infuse this thinking into your sales organization?
I've got a roadmap for you:

1. Discard individual quotas but set sales goals with individuals owning part of the process.
2. Allow seamless integration of creatives and researchers into your sales workforce—and no, don't burden them with quotas.
3. Make it a C-Suite priority to identify trends.
4. Position your company as being at the cutting edge of sales innovation in your industry.

Discard Individual quotas but have sales goals with individuals owning part of the process.

Let's shout this from the rooftops: it's time to ditch the quotas. According to QuotaPath's 2024 Compensation Trends report, a whopping

91% of sales teams in the US and the UK failed to meet their 2023 sales quotas. Shocking, right? Sales isn't a magic act; it's a team sport where brilliant minds come together to make things happen. Instead of individual quotas, set sales goals for the team with each member owning a piece of the outcome. Harness the power of the collective, and watch the magic unfold.

Allow seamless integration of creatives and researchers into your sales workforce and don't give them quotas.

Sales, even as a team sport, is tough. By allowing your sales team to integrate with other business functions, they get the boost and support needed to close deals. The organization realizes that everything they do affects the bottom line, fostering an appreciation for what it takes to make sales work. Creatives and researchers can bring fresh perspectives and ideas without the burden of quotas, ensuring a holistic approach to problem-solving.

Make it a C-Suite priority to identify trends.

I get it; your C-Suite executives are swamped with regulatory functions, board assignments, and other ESG concerns. But remember, when leaders make something a personal priority, it permeates the organization. If the C-Suite prioritizes seeking out trends and moments of opportunities, soon, everyone from the top to the receptionist will be spotting opportunities for the sales team to explore.

Position your company as being at the cutting edge of sales innovation in your industry.

Don't fix what ain't broke, but don't forget that change is the only constant in life and business. The best sales strategy is a dynamic one. As an organization ready to seize opportunities, flexibility and innovation should be your watchwords. Encourage your research function not only to think about product innovation but also sales innovation. The former ensures likability, while the latter ensures sellability. You need both!

Your takeaways from Chapter 1

1. Remember: History always repeats itself—sales opportunity also repeats itself!
2. Align your sales strategy to identify moments of opportunity. Consider these points:
 - a. Sell what people like, they don't have to need it, but they must LIKE it!
 - b. Have an eagle eye to identify opportunities using your sales research function.
 - c. Prepare to identify these moments using the SLB Effect.
3. Incorporate the moments of opportunity thinking in your sales organization. Start with this list:
 - a. Discard individual quotas but set sales goals with individuals owning part of the process.
 - b. Allow seamless integration of creatives and researchers into your sales workforce, and no, don't burden them with quotas.
 - c. Make it a C-Suite priority to identify trends.
 - d. Position your company as being at the cutting edge of sales innovation in your industry.

Unlock your organization's potential with tailored consulting sessions designed to drive growth and efficiency. To learn more or schedule a session, please book a call calendly.com/bamiosidele or email deborah@naturalsales.xyz



Chapter 2

KYC - 4+ Hierarchy of Needs

“The Needs they are ‘a-changing’ - Oughta keep up with the Prospects.”

Before going deeper into the law of natural sales, let's pause to immerse ourselves in the broader canvas of Know Your Customer (KYC). It is crucial to grasp the foundational elements that define human interactions and, in the context of this book, what constitutes the DNA of businesses.

Consider this scenario: You're pitching a product, and the response reverberates with phrases like, "We need to conduct internal meetings," "We're already using a similar product," or "Not looking to change vendors right now." These objections, ubiquitous in B2B interactions, distill down to a pivotal factor—your product's resonance with the 4+ needs of B2B customers.

The 4+ Hierarchy of Needs: Business Motivations

The 4+ Hierarchy of Needs encapsulates the core aspirations of every organization in the business landscape. It serves as a hidden guiding

Chapter 3

Defining Your Oasis

“Light showers or downpours, you've gotta grab a killer bucket to catch the drops!”

Imagine your sales strategy as an oasis in the vast desert of opportunities. You’ve identified the opportunity, the moment is staring you right in the face but how do you pull it in? Your guess is as good as mine: You use the Oasis. The Oasis is your unique proposition, it’s your bucket, your compelling anchor that provides a strong entry for you into any organization, attracting organizations thirsty for what you offer. It's about anchoring your approach on a compelling moment of opportunity (MOP) and running with it. If you're venturing into new territories, make sure your MOP is not just compelling but laser-focused, targeting with precision and customizing your approach to fit each business like a tailored suit. Ding.

Oasis thrives on the notion that a landmark sales strategy, when executed successfully, possesses the magnetic power to draw in other organizations seeking what you bring to the table. This sets the stage for a domino effect where subsequent sales efforts build on this precedent, resulting in overall brand prosperity. The Oasis is a classic with three use case:

Chapter 4

Working through Partnerships and Collaboration

“Not all partnerships are created equal – some are like celestial alliances waiting to be discovered.”

“Bami, I have identified some opportunities that may not scream direct sales but have the potential to supercharge my sales efforts, how do I ensure I’m right on track?” I hear you. Now, let's have a look at partnerships, especially those alliances that are more about making sales together than selling to each other.

I’ll focus more on high-level strategy with partnerships in this chapter. There are some strategic boxes you have to check before looking at the tactical steps of sealing a partnership, let's check off some of these strategic boxes. Once we have a clear roadmap, I highly recommend getting the book 'Strategic Alliances: Three Ways to Make Them Work by Steve Steinhilber' for an actionable guide on the tactical implementation of successful partnerships. Steve lays out six tactical steps: Evaluating, Forming, Incubating, Operating, Transitioning, and Retiring – that provide a solid framework for finding an oasis in partnerships and turning partnerships into successes. Now, let's focus on qualifying a partner using the following strategic criteria:

Chapter 5

Mastering the Art of Cold Fixing for Sales Prospecting

“The winning formula: fix it first, then use it cold!”

Every salesperson knows the usual suspects when sales prospecting, one quickly encounters the traditional methods: cold calls and emails, conferences, etc. Traditional sales methods often involve creating databases, making numerous cold calls, or sending generic emails to a vast number of prospects. While this approach may yield some results, it comes with its set of challenges. It's a hit-or-miss scenario, relying on the hope that the prospect is in the right mood or circumstance. This method, though common, can lead to frustration and potential blacklisting. However, the oasis strategy is different, whispering the importance of a more nuanced approach— Cold Fixing. In my many years of working the sales landscape, I've found that fixing oneself strategically in environments where prospects are relaxed is not just an alternative; it's a game-changer. Let's talk about the art of Cold Fixing, a crucial component of the oasis strategy.