



The Online Sales Manifesto: 15 Non-Negotiables That Drive Results

These are battle-tested, data-backed fundamentals that we have seen work over and over again. Follow this manifesto, and you will have success.

- 1 All New Interest Flows Through Online Sales
- 2 Right-Size Your Program
- 3 Position Online Sales as Part of the Sales Team
- 4 Speed to Lead
- 5 Personalize Your First Outreach
- 6 Keep Your Messaging Simple and Relevant
- 7 Develop and Follow a Process
- 8 Be Curious on the Phone
- 9 Know Your Numbers and the Why Behind Them
- 10 The Phone Is Your Best Friend
- 11 Make Prospecting a Priority
- 12 Get Out From Behind the Screen
- 13 Stay Current on Your Tech Stack
- 14 Meet With Leadership Consistently
- 15 Know Your Value and Share It

This is your manifesto. Use this list as a guide to help you drive results. These are not ideas we pulled out of thin air, they are the non-negotiables we have seen work across hundreds of builders and online sales programs. If something on this list hits a nerve, that's good! Take this and sit down with leadership to review and come with a solution.