

# Agile Sales Manifesto

## AGILE MINDSET

### **BUSINESS AGILITY EDUCATION FOR SALES**

This Learning PDF is used for Agile Sales Education by Experienced Business Agility Practitioners and Educators in Canada and Europe.

### **AGILE SALES MANIFESTO PRINCIPLES**

Selling is a transaction based on Value Exchange, we are uncovering better ways of Exchanging Value by doing it and helping others do it. Through this work we have come to value:

1. Great sales require close alignment, transparency, and quality interactions with internal and external customers
2. Embrace and respond to change to enhance customer value
3. Through active listening, propose a solution only to a level sufficient to ensure effectiveness and customer satisfaction, then expand based on emerging needs
4. Frequent collaboration between cross-functional teams and customers
5. Nourish and support the people's and team's motivation and capabilities, help them build the environment they need, and trust them to get the job done
6. Face-to-face conversation is the best form of value exchange
7. Customer satisfaction and loyalty is the primary measure of progress
8. Sustainable value exchange, able to maintain a mutually agreed pace of work
9. Continuous attention to sales solution excellence, responsible and ethical sales practices
10. Strive for simplicity but recognize when only 'complexity will solve complexity'
11. Help to build and support networks of empowered, self-organising and collaborative teams
12. Nurture personal growth, learn from both success and failure, harness your strengths and embrace the different strengths of team and customer

Agile Sales Manifesto 2021 – For Educational Purposes

## Agile Sales Manifesto 101

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### *Agile Sales Values:*

*#1 Customer needs over  
'Rinse & Repeat' pitch  
process*

*#2 Always be creating  
value over 'Always Be  
Closing'*

*#3 Cross-Functional and  
Iterative engagement with  
customers over contract  
negotiation*

*#4 Adaptability over  
prescriptiveness*

*#5 Courageous  
introspection and personal  
accountability over  
assigning blame*

*#6 Transparency over  
secrecy*

<https://agilesalesmanifesto.org>

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## FREE TO USE

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