

# AGILE SALES MANIFESTO

## INTRODUCTION TO VALUES

Thomas Hormaza Dow  
August, 2022

<https://agilesalesmanifesto.org>



<https://businessagility.education>

**“Selling is a transaction based on Value Exchange, we are uncovering better ways of Exchanging Value”-  
*Agile Sales Manifesto Authors***

Hormaza Dow, T. & Martinot C. (2021, March).  
Crowdsourced Creation of an Agile Sales Manifesto

# **SALES BEHAVIOURAL PROBLEMS**

# SALES BEHAVIOR



**RINSE & REPEAT  
SALES PITCH**

**ALWAYS BE  
CLOSING**

**CONTRACT  
NEGOTIATION  
(WIN-LOSE)**

**TELL CLIENT WHAT  
TO BUY**

**FIND WHO IS TO  
BLAME IF THINGS  
GO WRONG?**

**SECRECY**

**SALES AGILITY  
BEHAVIOURAL SOLUTIONS**

# AGILE SALES BEHAVIOUR



**PERSONALIZE  
SALES PITCH  
(SERVE VS SELL)  
FOR CLIENTS**

**ALWAYS BE  
CREATING VALUE**

**CLIENT  
COLLABORATION  
(WIN-WIN)**

**ADAPT BASED ON  
CLIENT NEEDS**

**ACCOUNTABILITY &  
CONTINUOUS  
LEARNING**

**TRANSPARENCY**

# **AGILE SALES MANIFESTO VALUES**



# AGILE SALES MANIFESTO VALUE #1



Alyssia Wilson <https://unsplash.com/photos/vPicKH-ouX0>

**CUSTOMER NEEDS  
OVER  
RINSE & REPEAT**



Ethan M. <https://unsplash.com/photos/lfoLfnuqWvM>

**PEOPLE-CENTRIC, CUSTOMER-CENTRIC**

<https://businessagility.education>



# AGILE SALES MANIFESTO VALUE #2



Gabriella Clare Marino <https://unsplash.com/photos/-b5ip10j7PQ>

**ALWAYS ADD VALUE  
OVER  
ALWAYS BE CLOSING**



Tim Mossholder <https://unsplash.com/photos/jBK5235avoE>

**VALUE-FOCUS, REDUCING WASTE**

<https://businessagility.education>



# AGILE SALES MANIFESTO VALUE #3



Krakenimages <https://unsplash.com/photos/Y5bvRlcCx8k>

**COLLABORATION (WIN-WIN)  
OVER  
CONTRACTUALLY NEGOTIATED**



Leon Seibert <https://unsplash.com/photos/9i5eqBarv-k>

**COLLABORATIVE, EMBRACING FEEDBACK**



# AGILE SALES MANIFESTO VALUE #4



Felipe López <https://unsplash.com/photos/Z1CvnN-62WU>

**ADAPTABILITY  
OVER  
PRESCRIPTIVENESS**



Nicolas Cool <https://unsplash.com/photos/3r-TKe4PCnk>

**FLEXIBILITY, RESPONDING TO CHANGE**

<https://businessagility.education>



# AGILE SALES MANIFESTO VALUE #5



Elena Rabkina <https://unsplash.com/photos/QH8aF3B0gYQ>



Екатерина Мещерякова <https://unsplash.com/photos/wLGyqcFWaK8>

**AUTONOMY, CONTINUOUS LEARNING, RIGOR**

<https://businessagility.education>



# AGILE SALES MANIFESTO VALUE #6



Globencer <https://unsplash.com/photos/8IQXvtiDmgw>

**TRANSPARENCY OVER SECRECY**



Sander Sammy <https://unsplash.com/photos/H0nmXTsrxE0>

**CULTURE, PSYCHOLOGICAL SAFETY, SOCIAL RESPONSIBILITY**

<https://businessagility.education>

# 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**

# **AGILE SALES MANIFESTO PRINCIPLES**



# AGILE SALES PRINCIPLES

**#P1 Great sales require close alignment, transparency, and quality interactions with internal and external customers**

**#P2 Embrace and respond to change to enhance customer value**

**#P3 Through active listening, propose a solution only to a level sufficient to ensure effectiveness and customer satisfaction, then expand based on emerging needs**

**#P4 Frequent collaboration between cross-functional teams and customers**

**#P5 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**

**#P6 Face-to-face conversation is the best form of value exchange**

# AGILE SALES PRINCIPLES (CONT'D)

**#P7 Customer satisfaction and loyalty is the primary measure of progress**

**#P8 Sustainable value exchange, able to maintain a mutually agreed pace of work**

**#P9 Continuous attention to sales solution excellence, responsible and ethical sales practices**

**#P10 Strive for simplicity but recognize when only 'complexity will solve complexity'**

**#P11 Help to build and support networks of empowered, self-organizing and collaborative teams**

**#P12 Nurture personal growth, learn from both success and failure, harness your strengths and embrace the different strengths of team and customer**

# RESOURCES

Agile Development Manifesto  
Agile's Customer Manifesto  
Agile Marketing Manifesto  
Agile HR Manifesto  
Agile People Manifesto  
Declaration of Interdependence  
Heart of Agile Kokoro  
Scrum Values

# SOURCES

IMAGES: Unsplash.com sources cited on each Slide

TEMPLATE: 24Slides

ADAPTED FROM: Hormaza Dow, T. & Martinot C. (2021, March).  
Crowdsourced Creation of an Agile Sales Manifesto

<https://www.researchgate.net/project/Crowdsourced-Creation-of-an-Agile-Sales-Manifesto>

<https://agilesalesmanifesto.org>

# AGILE SALES MANIFESTO

Presentation by  
Thomas Hormaza Dow



[linkedin.com/in/scrum-master](https://www.linkedin.com/in/scrum-master)



<https://businessagility.education>