



Steli Efti's 10 Sales Commandments



1 Show the F* Up

Sales rewards those who take action while everyone else hesitates. Make the damn call. Send the email. Walk into the room. Most people lose before they start; winners start before they feel ready.

2 Follow Up Until You Get a Yes or a No

Never stop following up. Not "I'll follow up once..." Not "I'll wait a few weeks." Relentless follow-up is the difference between the pro and the amateur. If you don't get a response, you're not done. You're just getting started.

3 Ask for the Sale

Don't dance around it. Don't "check in" forever. Don't wait for them to close themselves. Lead the conversation to a decision. You're not here to chat—you're here to close.

4 Lead with Confidence

People don't buy from the most polite salesperson. They buy from the one who makes them believe. Your confidence is contagious, and it closes deals.

5 Sell the Philosophy Before the Product

Nobody buys your CRM because of a feature. They buy because they believe you understand their problem better than anyone else. When buyers feel lost in comparison hell, they don't need more options—they need clarity. Lead with conviction. Be the guide. Features come later.

6 Seek Clarity to Lead with Confidence

Clarity is power. Your job is to understand what really matters so you can make smart recommendations, ask the right questions, and drive the deal forward. When you know their true "why," you stop reacting and start leading. The reps who get clear, close more—because they make better decisions, faster.

7 Show friendly strength

Empathy without strength is weakness. Strength without empathy is arrogance. The magic is in doing both; make your prospect feel heard, but also make them feel led.

8 Work Urgently and With Consistency

Urgency gets deals moving. Consistency gets deals closed. Great reps don't just act fast, they show up with the same focus and intensity every day. One without the other is incomplete. Together, they make you unstoppable.

9 Never Confuse Motion with Progress

A full calendar isn't the same as a full pipeline. Activity is nothing without results. Measure yourself by deals moved forward, not hours spent "working." Focus on creating momentum in small steps and keep the deal moving one action at a time.

10 Own the Outcome

No excuses. No blaming the product, marketing, or the market. If it's your deal, own it. It's your job to make it happen, period.

Bonus!

Bring the energy

Energy beats tactics every time. Show up with conviction, clarity, and enthusiasm—it's contagious.