

# Harnessing the Golden Circle in Sales

Transforming Sales Pitch into a  
Resonant Narrative

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# What is this document about ?

The Golden Circle model is a conceptual framework devised by Simon Sinek, encapsulated in his mantra :

**« People don't buy what you do; they buy why you do it. »**

This principle is expansively elucidated in his book "Start with Why" and his renowned TED Talk. The model is comprised of three interconnected circles: Why, How, and What, which together form a core belief of business operation that distinguishes the thriving companies from, well,... most companies.

These principles resonate deeply with how humans engage with stories and can be adapted to a sales methodology. This is what I present in this document.

I hope this helps! Let me know if you have any other questions.

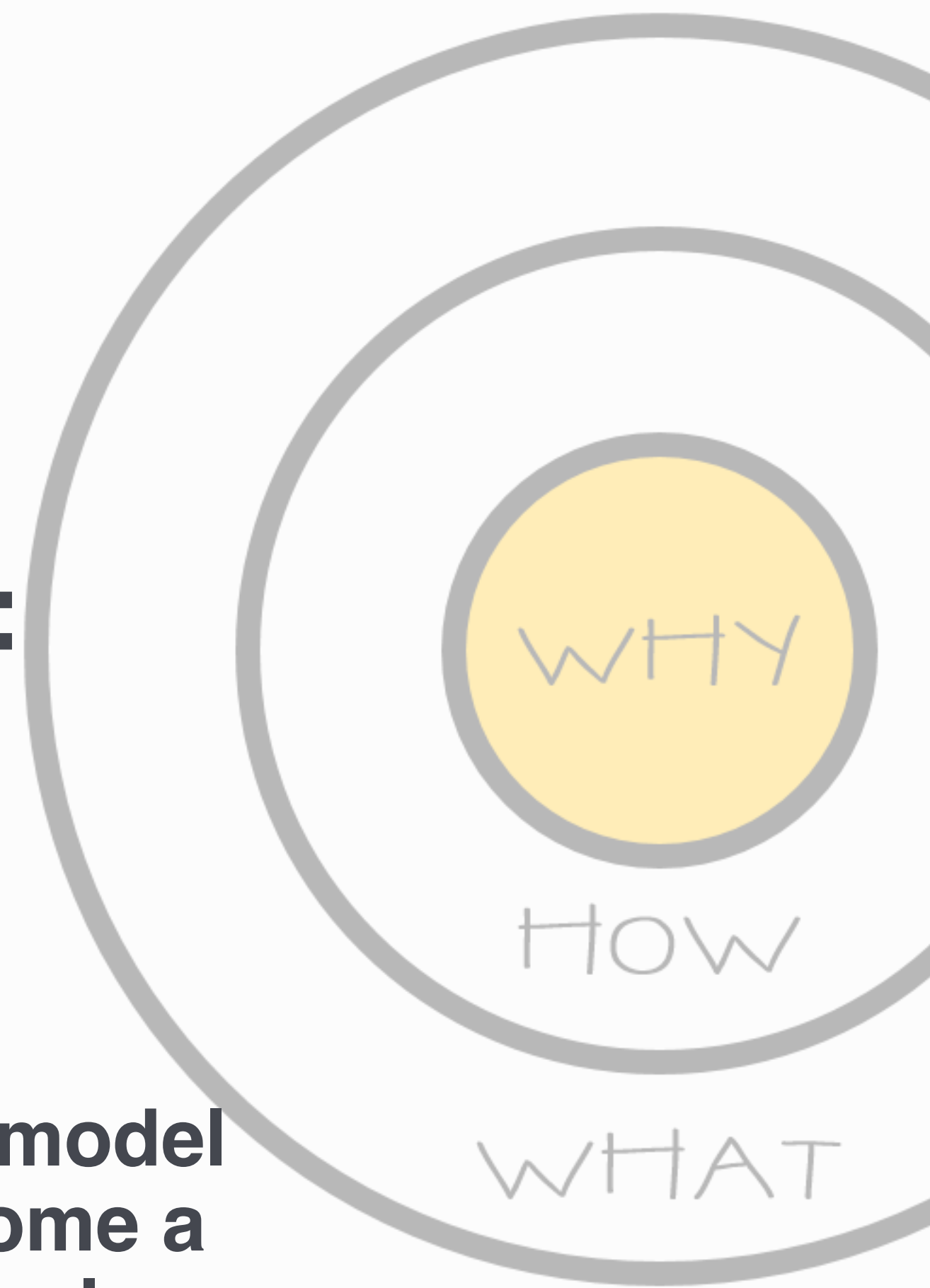
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## Introduction to the Gold Circle

### Unveiling the Golden Circle: A Gateway to Inspirational Communication

The Golden Circle is a groundbreaking model crafted by Simon Sinek, which has become a cornerstone for effective and inspirational communication in the modern business landscape.

Here's a glimpse into its essence:



**Origin:** The concept was introduced by Simon Sinek, a visionary thinker and author, aiming to revamp the way businesses communicate their value proposition.

**Core Premise:** Sinek posited that individuals are fundamentally driven not by what you do, but why you do it. His mantra, "People don't buy what you do; they buy why you do it," encapsulates the crux of this model.

**Transformational Impact:** The Golden Circle isn't just a theory, but a proven methodology that has empowered numerous organizations to communicate more effectively, foster loyalty, and drive sustainable success.

**Three Pillars:** The model is delineated into three interconnected circles - Why, How, and What. These circles guide the articulation of an organization's core belief, how it's manifested, and the resultant offerings.

Understanding and embracing the Golden Circle model is the first stride towards revamping how we communicate our value to prospects, thereby fostering a deeper connection and trust.

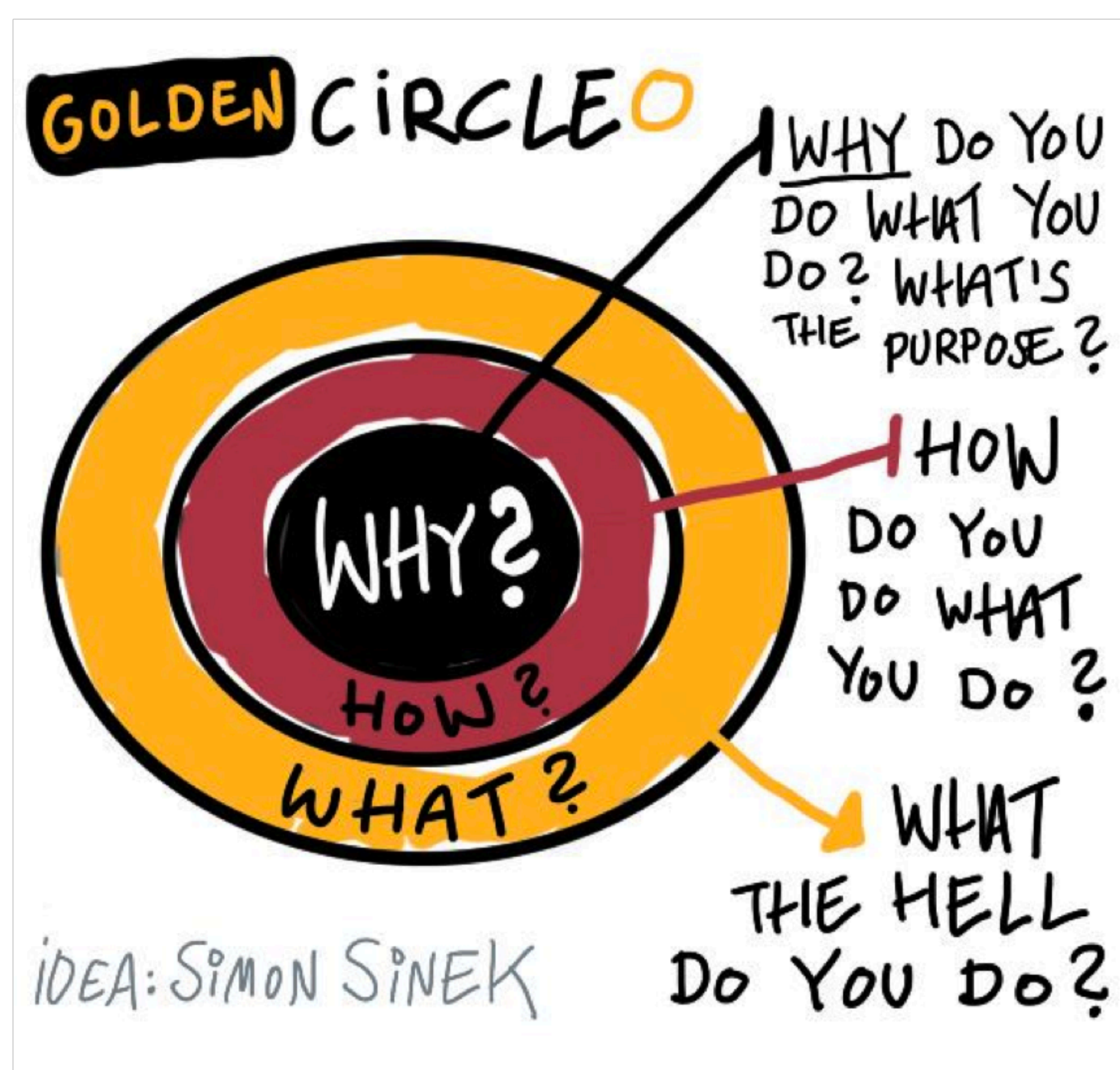
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# Unveiling the Circles

## The Pillars of The Golden Circle

**The Golden Circle encapsulates three fundamental pillars that act in concert to create a compelling narrative.**

Why	How	What
This is the core belief or the reason the organization exists beyond just making money. It's the cause, the belief, the crux of your existence.	These are the processes, values, or principles that guide how the organization achieves its "Why." It's the unique approach that sets you apart	This represents the products, services, or results the organization produces as a manifestation of its "Why" and "How."



The synergy among the  
Why, How, and What paves  
the way for authentic and  
impactful communication  
with prospects.

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## From Heartbeat to Neurons

### The Heartbeat: Why

**Delving into the ‘Why’ is akin to embarking on a quest for the core essence that propels the organization. It’s about:**



**BELIEF**

What do we stand for?  
What is the change we  
want to bring about?

**CONNECTION**

Establishing a profound  
connection with  
prospects by resonating  
with their values and  
aspirations.



Apple’s ‘WHY’ is to challenge the status quo and think differently, exemplified through innovative, user-centric technology.

The 'Why' is the cornerstone  
of creating a meaningful and  
resonant pitch.

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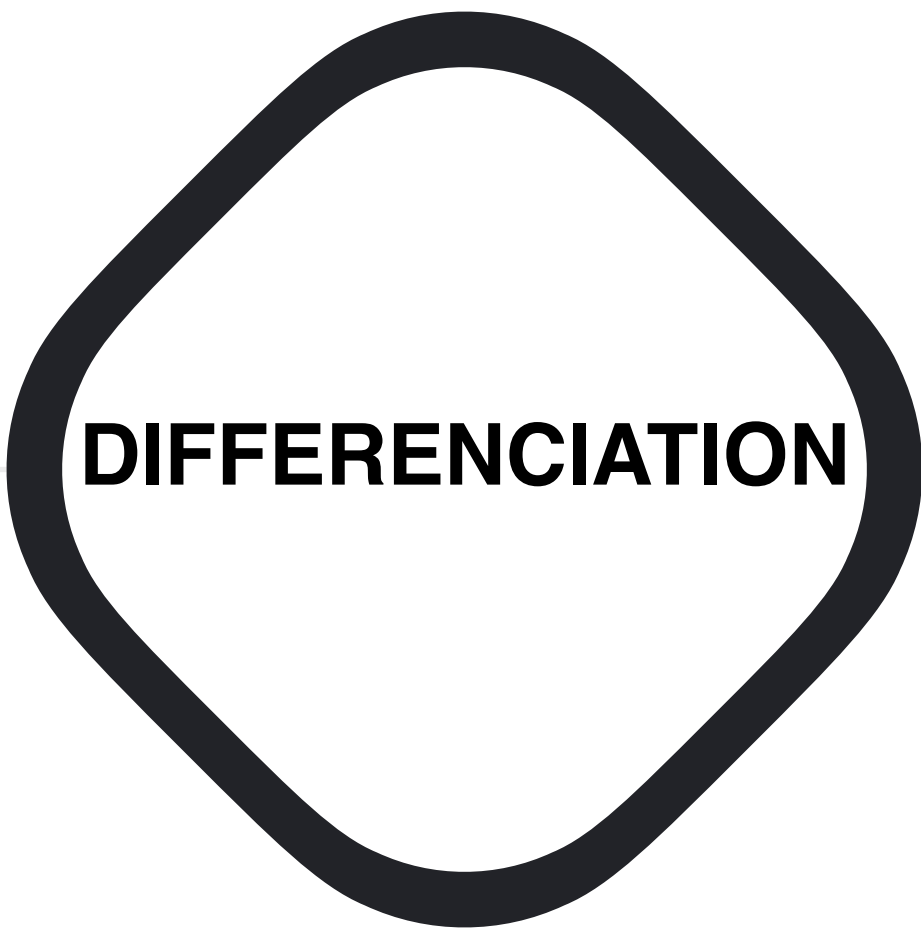
From Heartbeat to Neurons

The Bridge to Manifestation: How

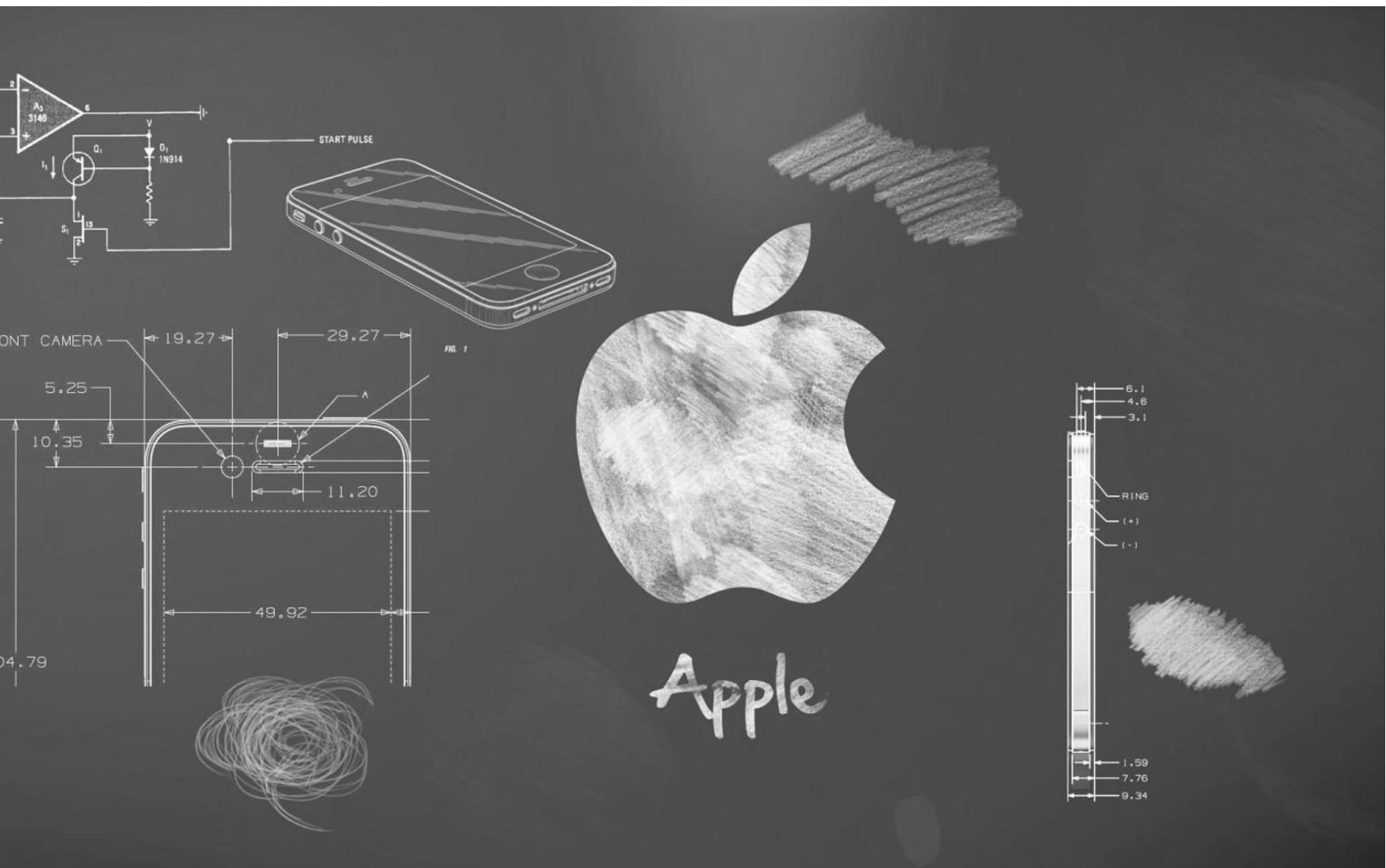
The ‘How’ is the conduit through which the ‘Why’ is translated into actionable processes and principles. It encompasses:



The unique approach, the values, and principles that guide how we fulfill our ‘Why »



Where we articulate what sets us apart from the competition.



Apple’s ‘HOW’ :  
By developing innovative, high-quality products with superior design aesthetics.

The Golden Circle model is not merely a theoretical construct but a pragmatic compass that guides how value is communicated to prospects.

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## From Heartbeat to Neurons

## Connecting the dots : What

The 'What' is the tangible manifestation of the 'Why' and 'How'.




**OFFERING**

The products or services that we provide as a result of our beliefs and methodologies.

**VALUE  
CREATION**

Showcasing the tangible value and benefits the prospects will receive.



Apple's 'WHAT' :  
Offering a range of electronics like iPhones, iPads, and Mac computers.

The 'What' is where the rubber meets the road, providing a clear insight into the tangible benefits for the prospects.



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# What this has to do with Product Sales ?!

( aka « I have products to sell » )  
(Don't worry, we'll address this in a few pages)

It's true that salespeople have products to sell.

If the company has done a good job of going through the Golden Circle rules, the products should be easier to sell.

However, each product has specificities, and each customer has specific problems to solve.

Starting with showcasing the products without going through the story is forgetting to get your customers onboard your voyage and see your products as the only response to their need.

Unfortunately, this is what the vast majority of salespeople do.

The good news is that you can stand out from that crowd and beat the competition.



# Crafting Resonant Pitches

## The Golden Circle in Action



1

### **Narrative Crafting**

Narrative Crafting: Structuring the pitch to flow from ‘Why’ to ‘How’ and then ‘What’, ensuring a coherent and emotionally engaging narrative.



2

### **Resonance**

Creating a resonance with prospects’ values, needs, and aspirations.



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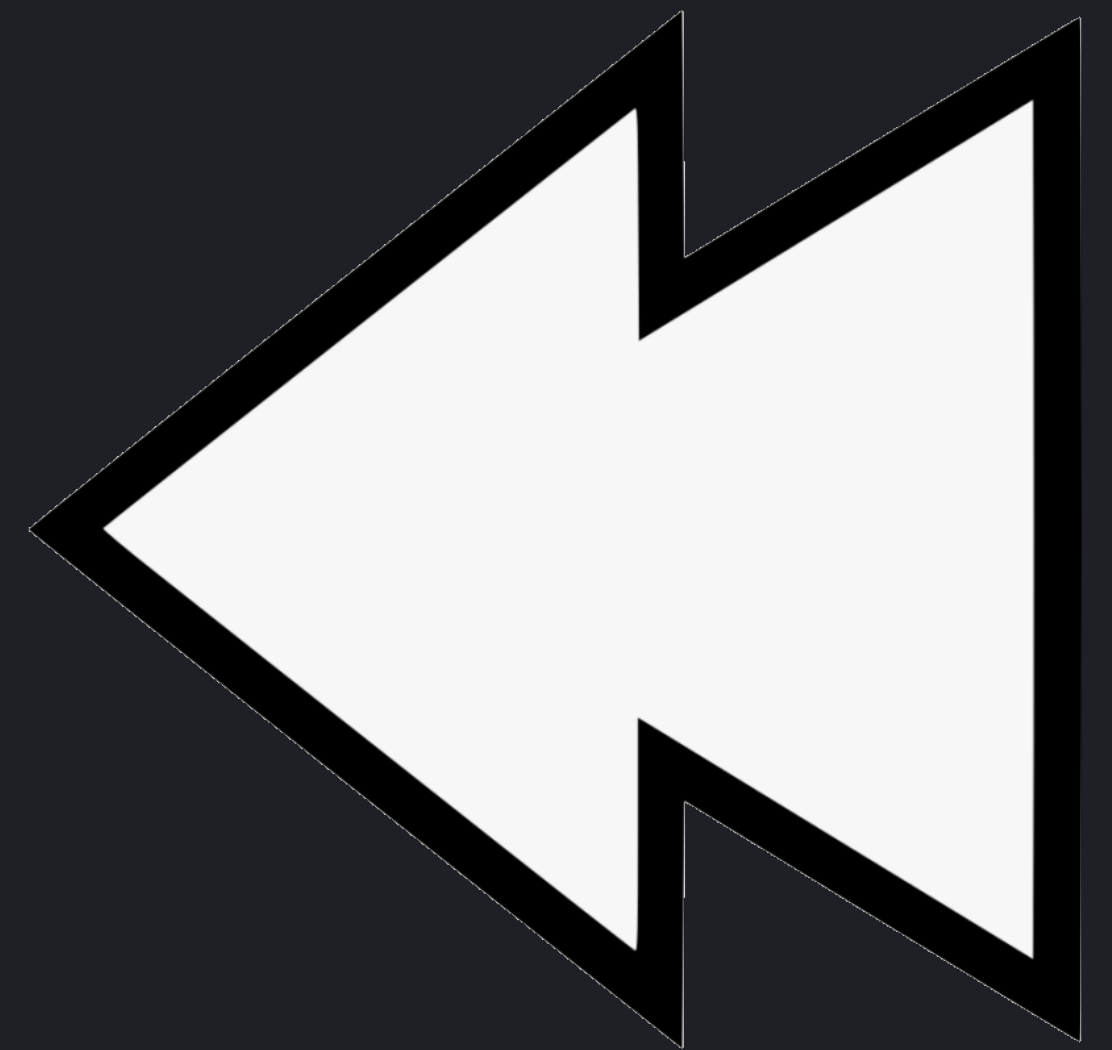
### **The Product is the solution, not the starting point**

Product pitch comes as the result of the narrative.

The customer bought your « what » and lived happily ever after

# 15 Thinking backwards

## Thinking backwards : How to reverse engineer a Golden Circle



Typically, you receive a product to sell.

The design process considers multiple parameters such as feasibility, internal skills, cost, addressable market, and customer requests.

However, at the end of the day, there is only one product for many prospects with varying needs, budgets, timings, and cultures.

Despite this challenge, you still have to sell it.

How can the Golden Circle methodology help you manage this situation?

We will explore this in the next (and last) pages.

All you need is a pen, some paper, and a lot of attention

# 16 Thinking Backwards

## From the WHAT back to the WHY(s)

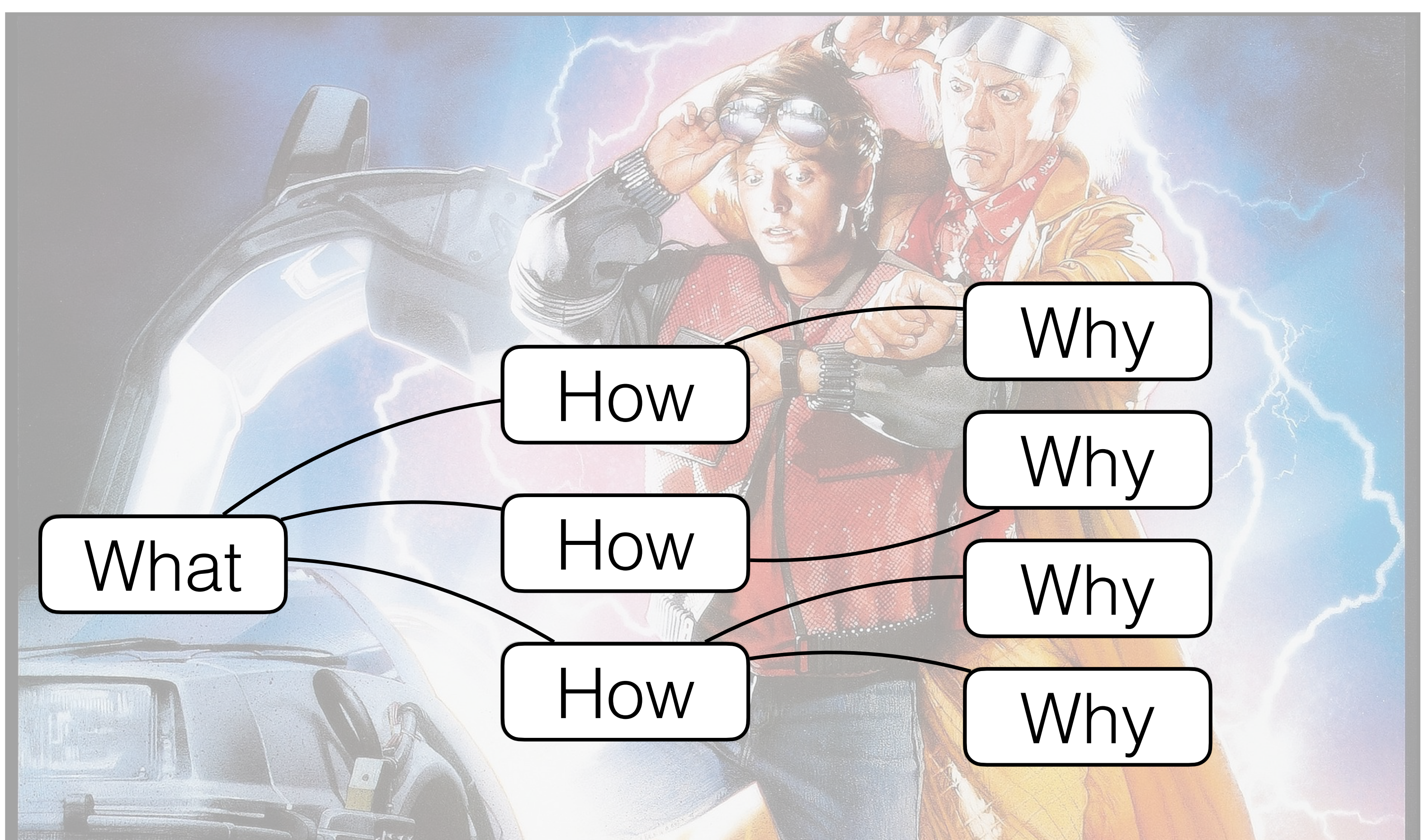
All you have to do is to start from your product and answer the simple question : **What is it ?**

Then move to the middle step : **How have we made the decision to build that exact product ?**

And finally : **Why did we even started this journey ?**

You will see that one same product can go different routes.

Lets's start with some examples in the next pages



# 17 Thinking backwards



What

Hammer

How

Designing hammers that are ergonomically superior, reducing strain and making the act of building more enjoyable and less cumbersome.

Employing sustainable manufacturing practices, utilizing recycled materials, or innovating in ways that reduce the environmental

Why

Empowering individuals to create, build, and repair, fostering a sense of self-reliance and creativity.

Promoting sustainable living and responsible consumerism in the most simple artifacts

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## Thinking backwards

What

Online advertising tool to adapt each ad to user and context

How

Employing cutting-edge technology & algorithms to analyze real-time data and tailor ad banners accordingly, ensuring relevance and engagement.

Integrating real-time data such as weather, time, or geographical location to create personalized advertising experiences, demonstrating a profound understanding of the user's context

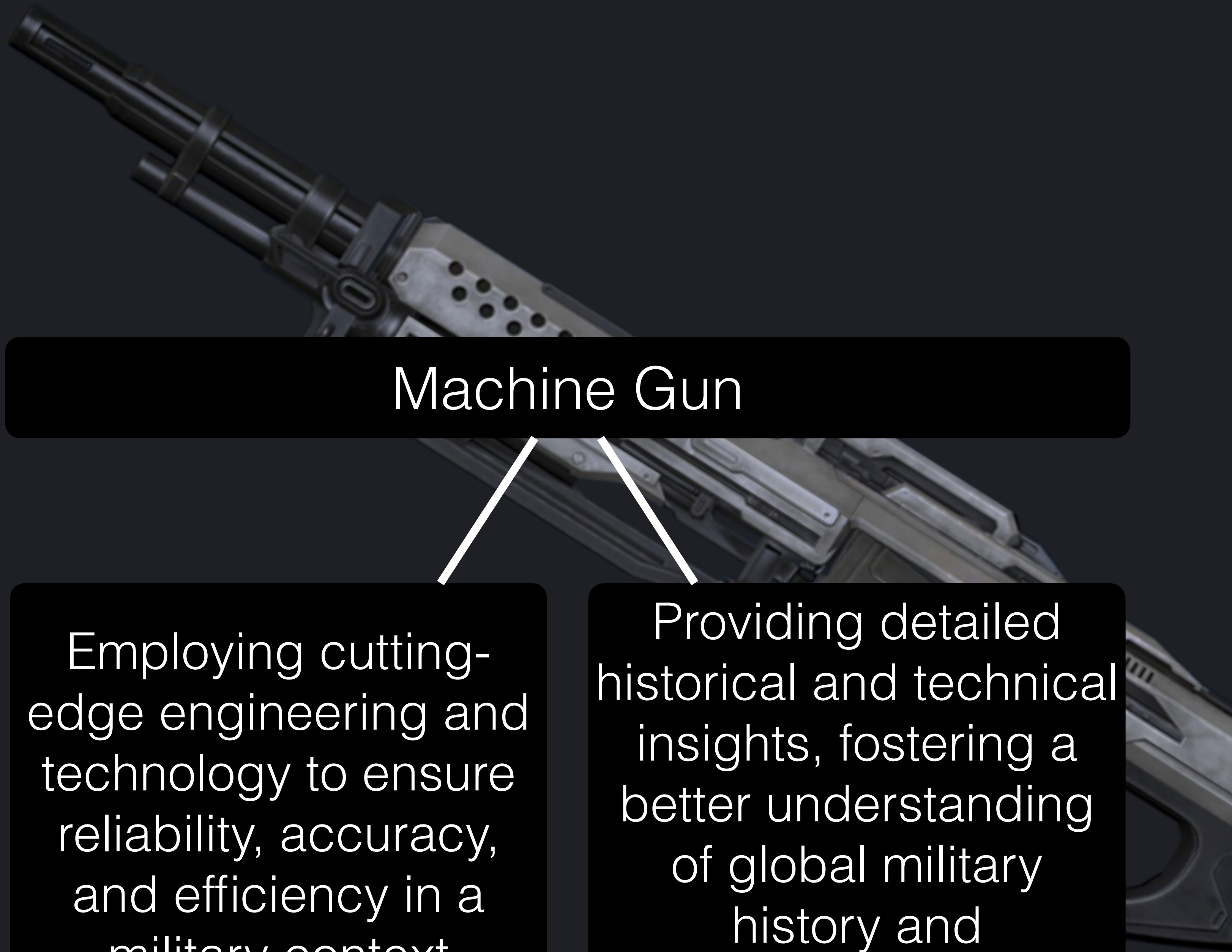
Prioritizing user experience by reducing generic and irrelevant advertising, thus fostering a more meaningful digital interaction.

Why

Making advertising relevant

Data for Good

# 19 Thinking backwards



What

Machine Gun

How

Employing cutting-edge engineering and technology to ensure reliability, accuracy, and efficiency in a military context

Providing detailed historical and technical insights, fostering a better understanding of global military history and technological evolution.

Why

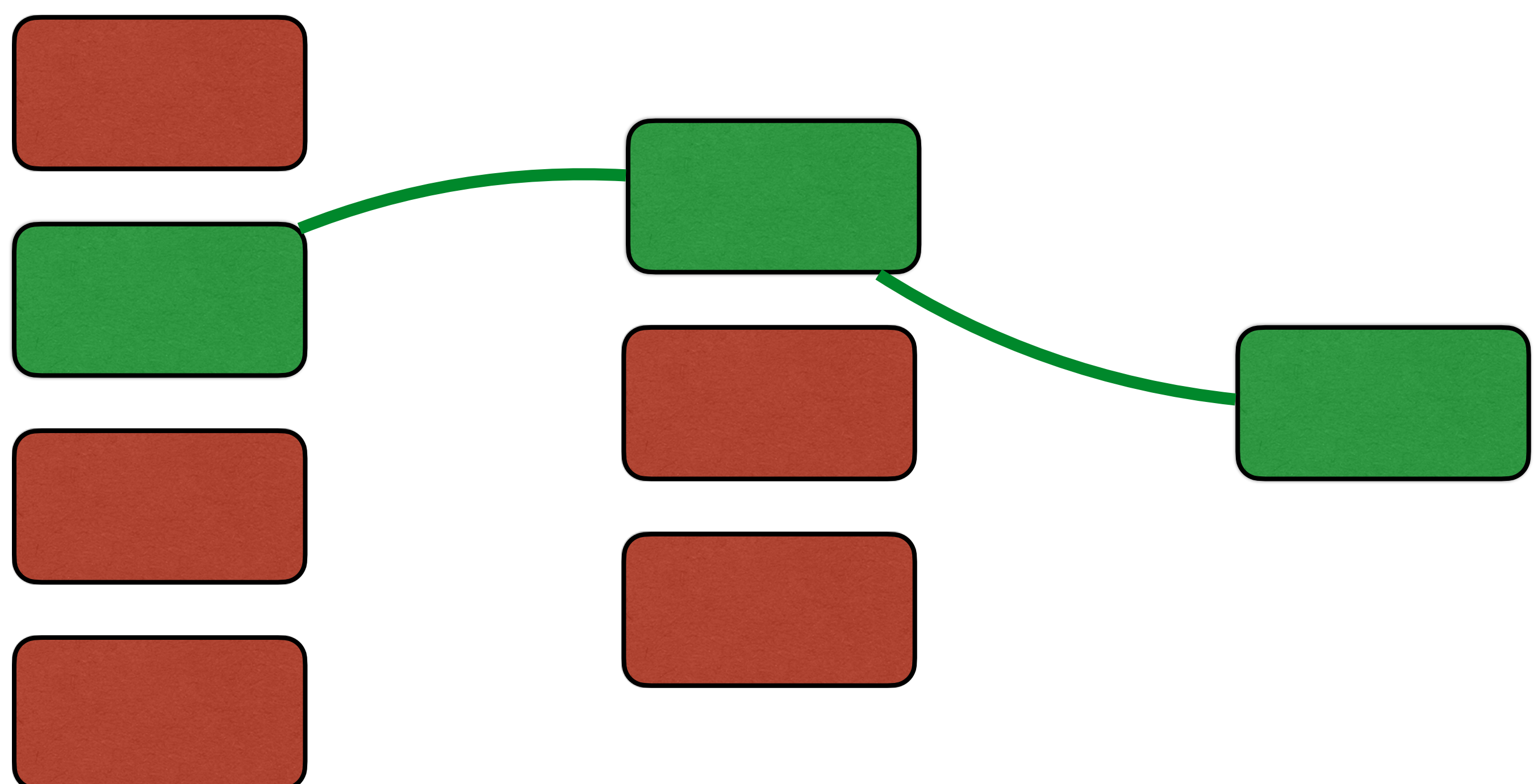
Ensuring National Security, safeguarding citizens, and upholding sovereignty.

In a historical or educational context, understanding the evolution of warfare and its impact on global geopolitics.

There are several routes to get to the final product.

When preparing a new pitch, you will have several cards in your deck.

Carefully choose the one that resonates with your prospect, and start by explaining the WHY behind your product or service. Then, describe WHAT it will look like. This approach can help you get your prospect onboard and make them feel like your solution is the only answer



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Thinking backwards

Create a golden circle  
from your product !

What

How

Why

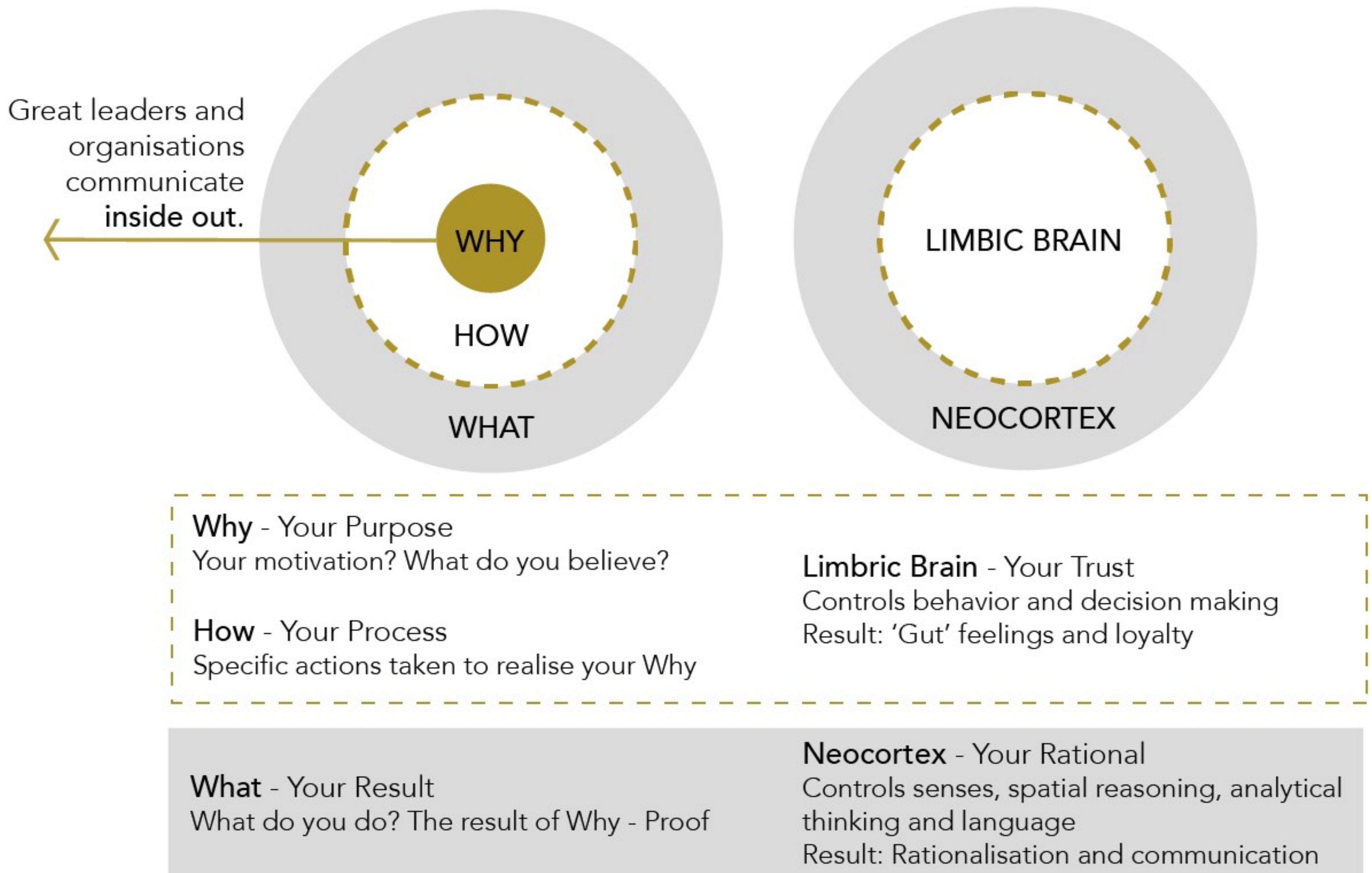


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## The Golden Circle + Human Brain



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WHY

Changing the world through digital experiences.

HOW

By providing tools and services to enable individuals and businesses to create, deliver and optimize content and applications.

WHAT

Software products like Adobe Photoshop, Adobe Illustrator, and Adobe



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WHY

Connect the world's professionals to make them more productive and successful.

HOW

By creating a professional network platform.

WHAT

A social networking website for people in professional occupations.



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WHY

Inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time.

HOW

By creating a third-place experience between work and home.

WHAT

Coffee, teas, and a variety of fresh food items.



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WHY

Organize the world's information and make it universally accessible and useful.

HOW

Through innovative search algorithms and diverse digital products.

WHAT

Search engine, advertising services, consumer electronics, and operating systems.



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WHY

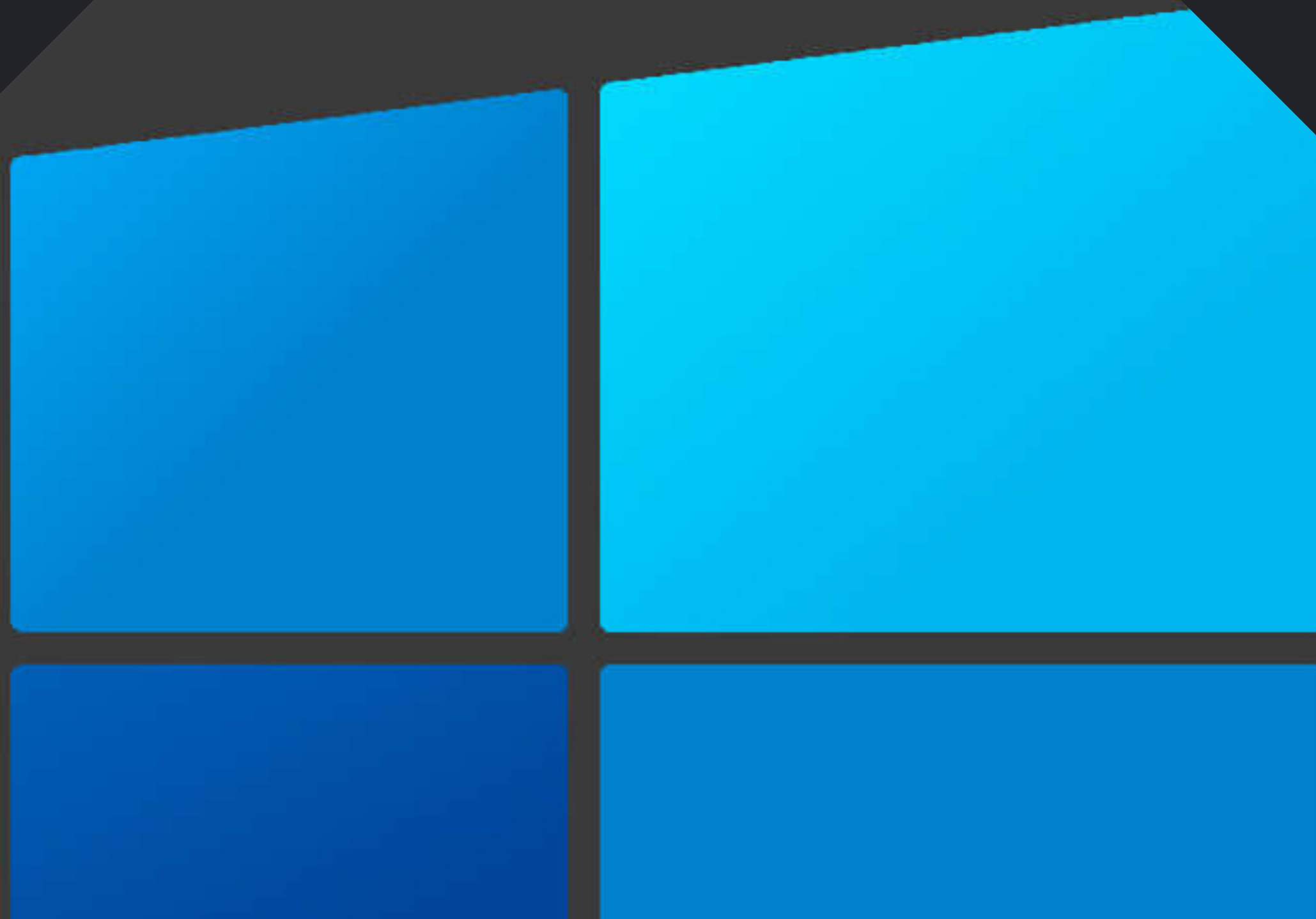
Empower every person and every organization on the planet to achieve more

HOW

By developing robust, user-friendly software and hardware solutions.

WHAT

Operating systems, server applications, computers, and related services.



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WHY

Belong anywhere.

HOW

By providing a platform that allows individuals to offer their homes as unique lodging options.

WHAT

Online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities.



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# WHAT HOW WHY

Create happiness through magical experiences.

By crafting captivating stories, characters, and themed experiences.

Movies, merchandise, theme parks, and television networks.



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WHY

Accelerate the world's transition to sustainable energy.

HOW

By creating exceptionally designed electric vehicles and renewable energy products.

WHAT

Electric cars, solar panels, and energy storage solutions.



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# External References

**Simon Sinek**    [How great leaders inspire action Ted Talk](#)  
[Start with WHY](#)  
[Find your WHYs](#)  
[simonsinek.com](#)

**Other**            [How to use the Golden Circle in Business by Lauren Manning](#)  
[Case study on the Golden Circle](#)

**And because you should always challenge what looks simple**  
[3 things wrong with Simon Sinek's Golden Circle](#)



*That's all Folks!*