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How to Sell When You Have Never Sold Anything Before

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Steven Mould built Flint & Flame by combining confidence, passion and product belief with a willingness to listen to customers and refine the offer.

Link to video

Entrepreneurs must believe in their products or services deeply enough to explain their worth to potential customers or clients. For most, this means learning to sell for the very first time -- an often uncomfortable adjustment. In this video, former police officer and new entrepreneur Steven Mould talks about how built Flint & Flame, a knife company, and cultivated a devoted customer base of professional chefs. His secret to selling? "A little cheek, a lot of passion and a belief in your product," Mould says. And according to partner Lisa Lazure, listening to customers has also helped Flint & Flame refine its products and its marketing approach, and strengthen engagement with them even more.

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