

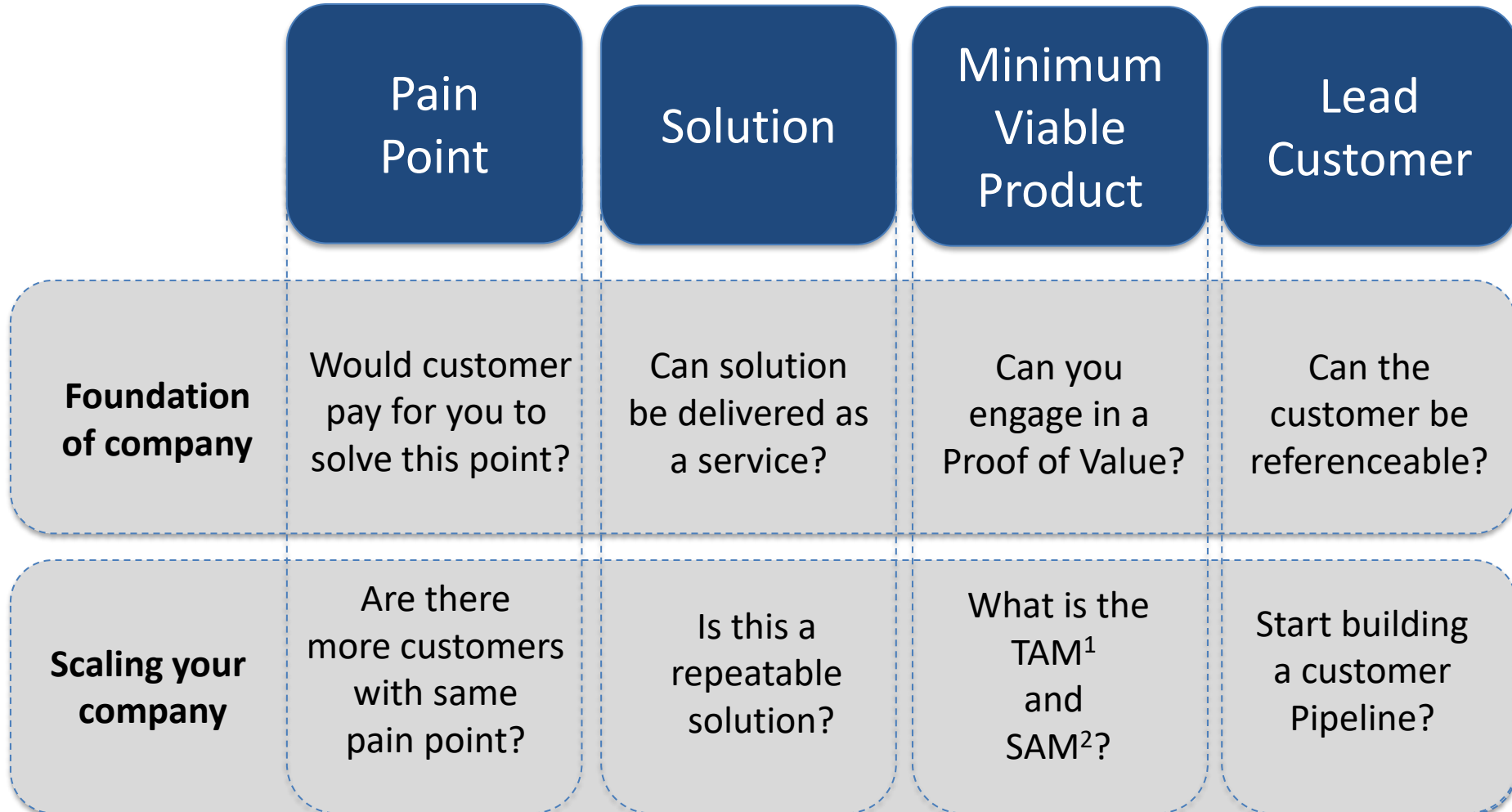
Farmers, Hunters and Assassins Sales Training



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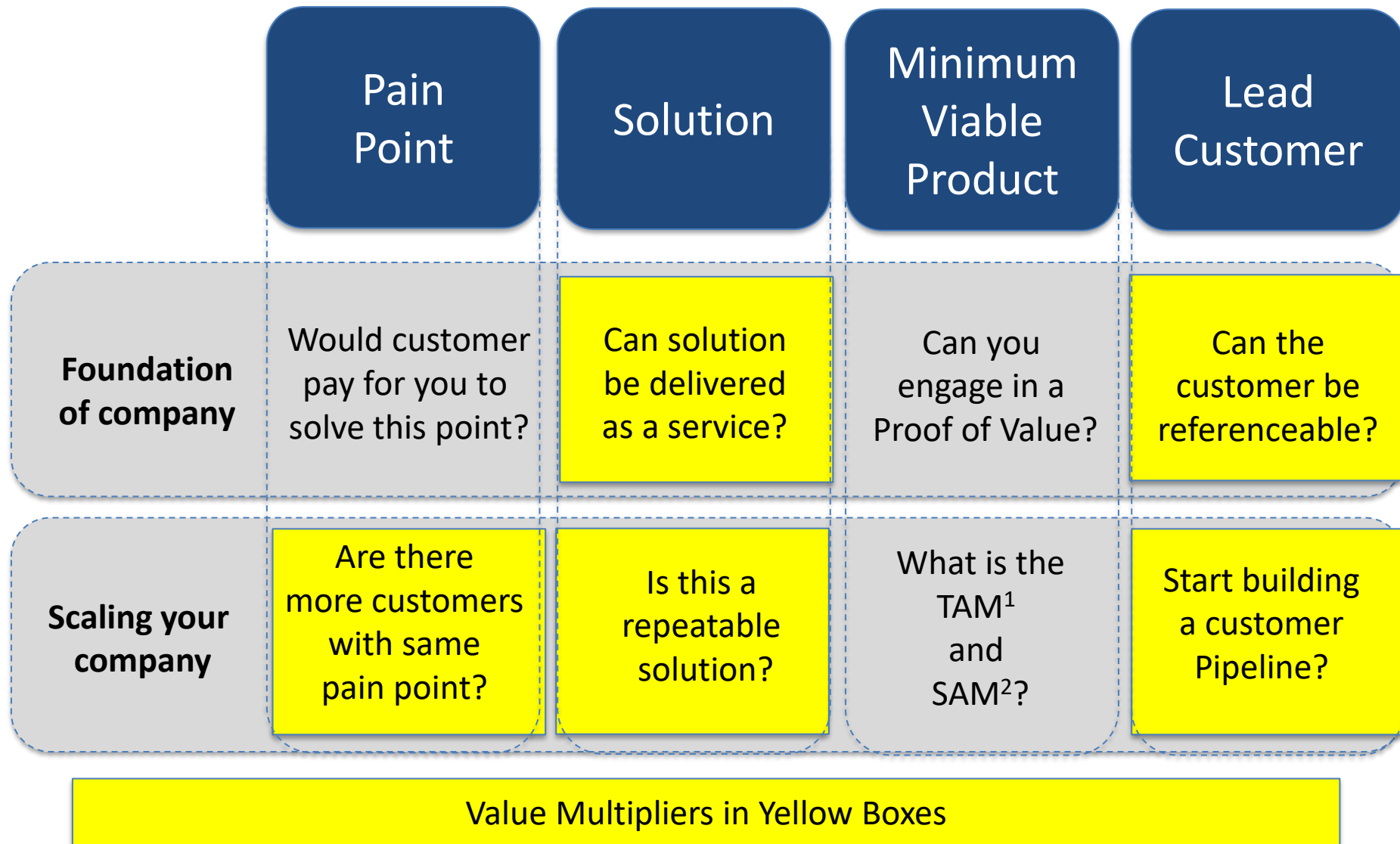
Ideation Process

The Journey of an Idea



1 TAM: Total Addressable Market
2 SAM: Serviceable Addressable Market

Raising Capital at high value



What are Classical Sales Pain Point?

Forecasting

Investors are investing in the future.

They only look at the past to understand trends so they can build an opinion of the future.

Companies can make billions of market cap by beating their forecast, unfortunately the converse is also true.

Growth

Potential

x

Product

x

Performance

=

Prediction

Total
Addressable
Market

Serviceable
Addressable
Market

Sales
Coverage
and
Effectiveness

Maximizing
Growth

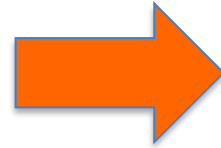
What is sales?

- It is an *alignment of an idea* between multiple parties.
- Let us expand on *alignment of an idea*:
 - Price or terms
 - Goods (Pro-Services, Products or Cloud)
- Only when this alignment occurs, a transaction is consummated



Look around us,
this alignment is
happening all the
time

What do *great* sales people do?



Good sales people do *NOT* give excuses. They focus on making the impossible happen.

Do things right

First-order maturity
Execution



Again and Again

Third-order maturity
Scaling

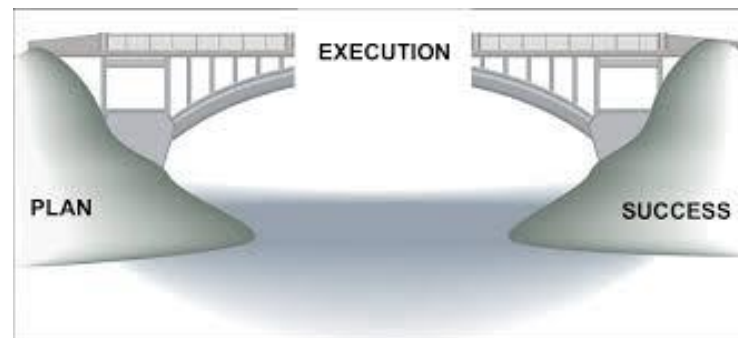
Do the right things

Second-order maturity
Strategy



Key takeaway message

Do the right things right again & again



Details Matter

+

Perseverance



Winning Outcome

You create your own luck by

OUTLAST



OUTHINK



OUTWORK



**WINNING
OUTCOME**

Make the extra call ... make the extra difference

**KEY TO
SUCCESS**



Inward
Focused

Outward
Focused

Front-line Sales

10%

90%

Sales Manager

20%

80%

Sales Leader

30%

70%

If the sales person is too inward focused,
that's a recipe for disaster

Sales Is it Art or Science?



When to use Art?

1. You need to make that “connection”!
2. Trust is the foundation of a transaction
3. Lead with honesty and integrity
4. Empathize what the customer is going through

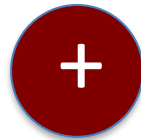
When to use Science?

1. Forecast Forecast Forecast
2. Pipeline conversion efficiency
3. Pipeline requirements
4. Sales cycle management

Art = Trust + Empathy

Trust:

- Technology only gets you to short-list
- Relationships * Price * Commercial Terms help close

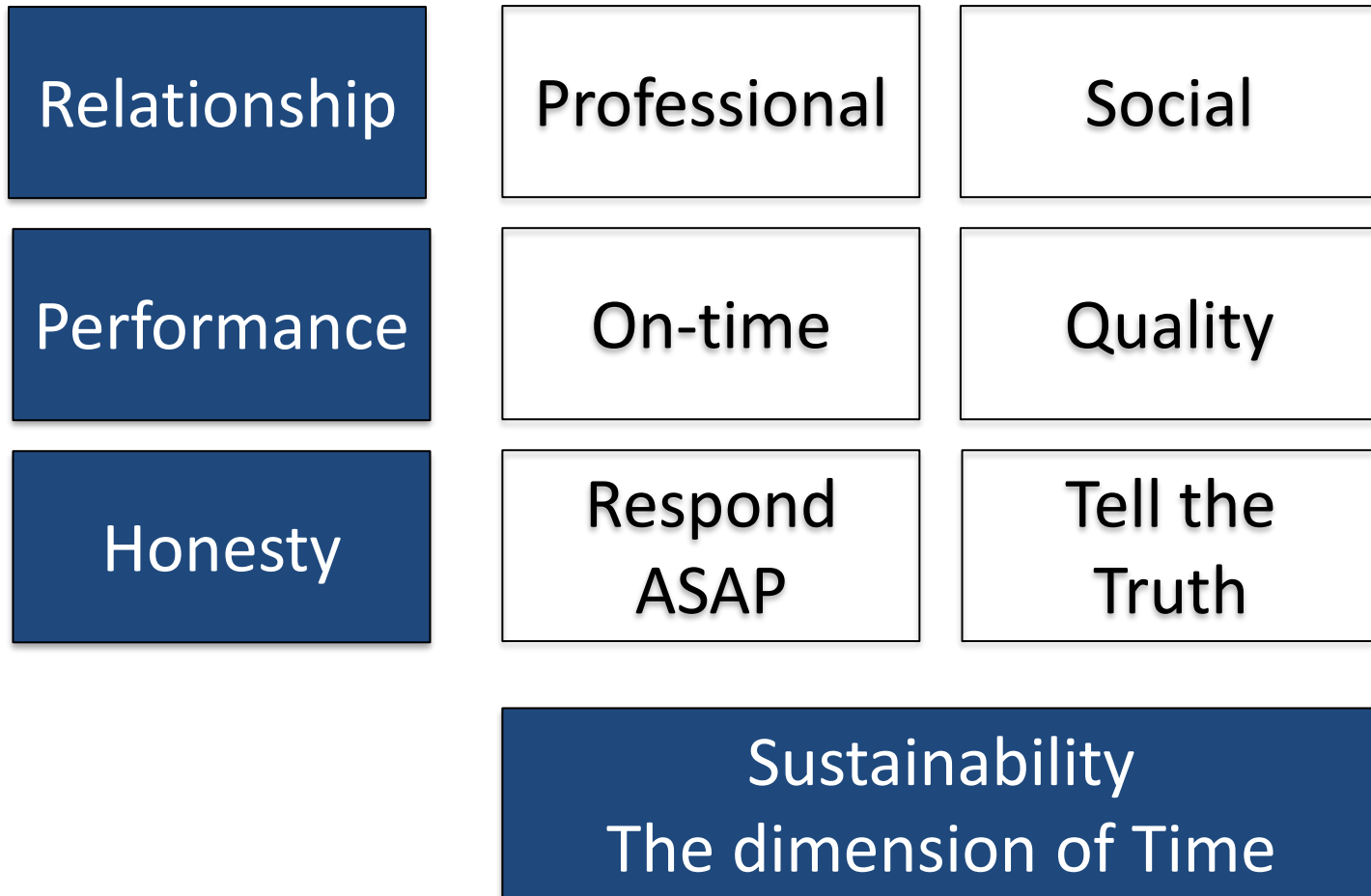


Empathy [Emotional Intelligence]:

- Understand the customer pain point
- Understand how you make your customer successful (personal goal or company goal)

How do you build Trust?

Trust Building Framework



Empathy is a two-way street



Empathize with your customer

- It's not just about signatures
- It's about building the personal connection
- Understand the individual value to the customer
- Understand the customer value taxonomy

Have the customer empathize with you

- We live and die by our sales forecast
- Not everything is under our control

Emotions Matter!

Business to Consumers

1. Consumers are impulsive when it comes to buying
2. Advertisers are appealing to impulsiveness
3. Appeal Parameters:
 - Brand Appeal
 - Celebrity
 - Role-model Appeal
 - Discount Appeal

Business to Business

1. Impulsiveness is moderated and minimized because of tender processes and vendor management
2. You can still appeal to emotions
3. Appeal Parameters:
 - Brand Appeal
 - Reference customers
 - Risk averse bet / not lose their job
 - FUD (Fear, Uncertainty, Doubt)

How do you improve forecasting? Consistently!



Improving Forecasting Variances:

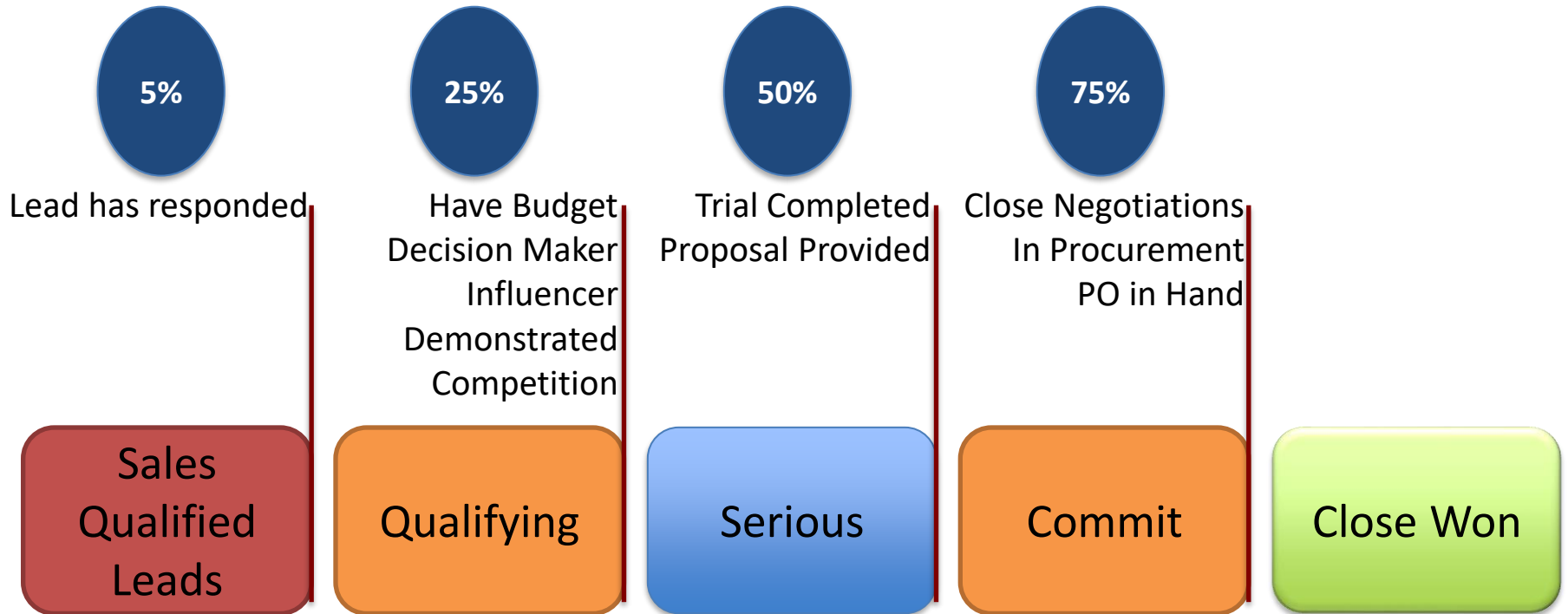
1. Pipeline Coverage
2. Pipeline Conversion Efficiency
3. Pipeline Integrity
4. Sales Life Cycle Analysis

Key Sales Philosophies

1. We live and die by our forecast
2. Bad News Tell me yesterday,
Good News can wait a day

Sales Forecasting is managing
expectations

Sales Stages



Intelligent Selling

Sales Strategy

Incubate
Market

1. Sign end-customer MSAs
2. Build Resellers / Technology Alliances
3. Pipeline Creation

Buy
Market
Share

1. Competitive RFPs Incentives
2. Innovative commercial engineering
3. Land and Expand

High Value
Selling

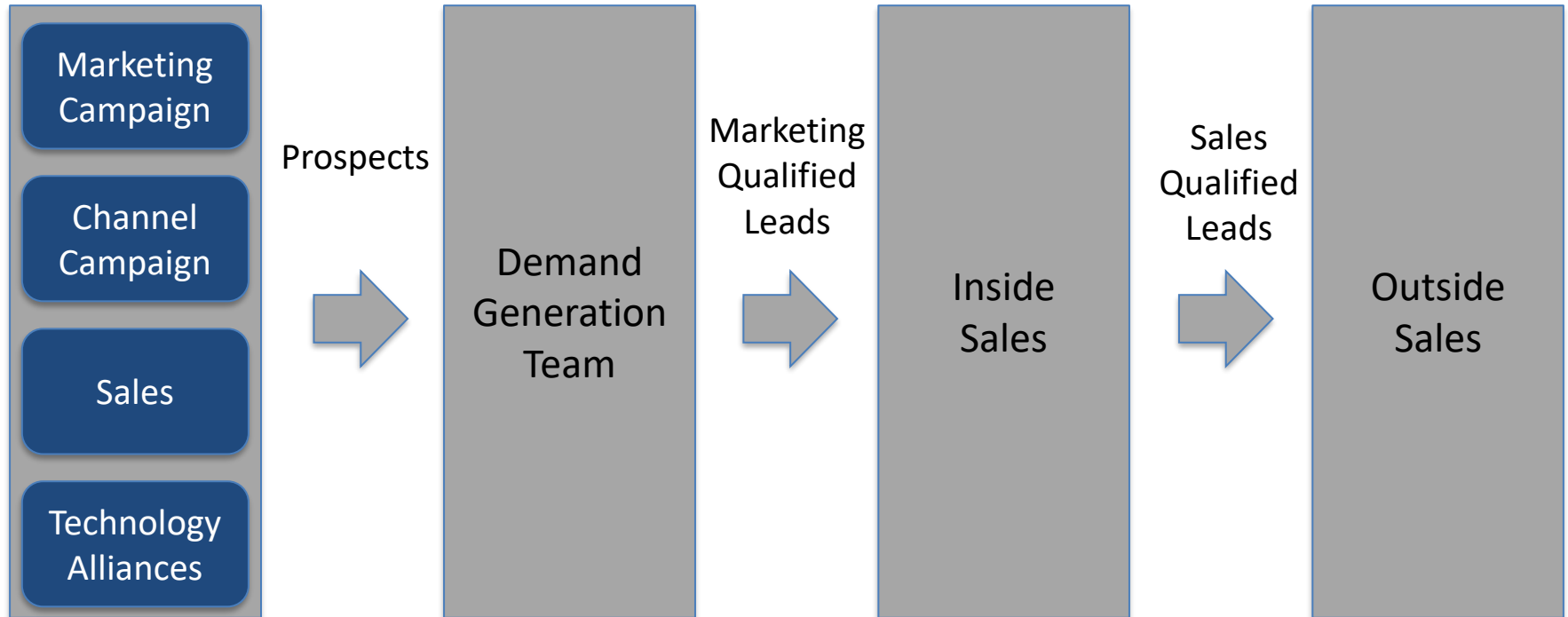
1. Limit 3rd party Cost of Goods
2. Be prepared to walk away from a deal
3. Drive aggressive cost reduction

Milking the
Cash Cow

1. Never lose focus on your current customers
2. What can you up-sell
3. What other departments can you reach to



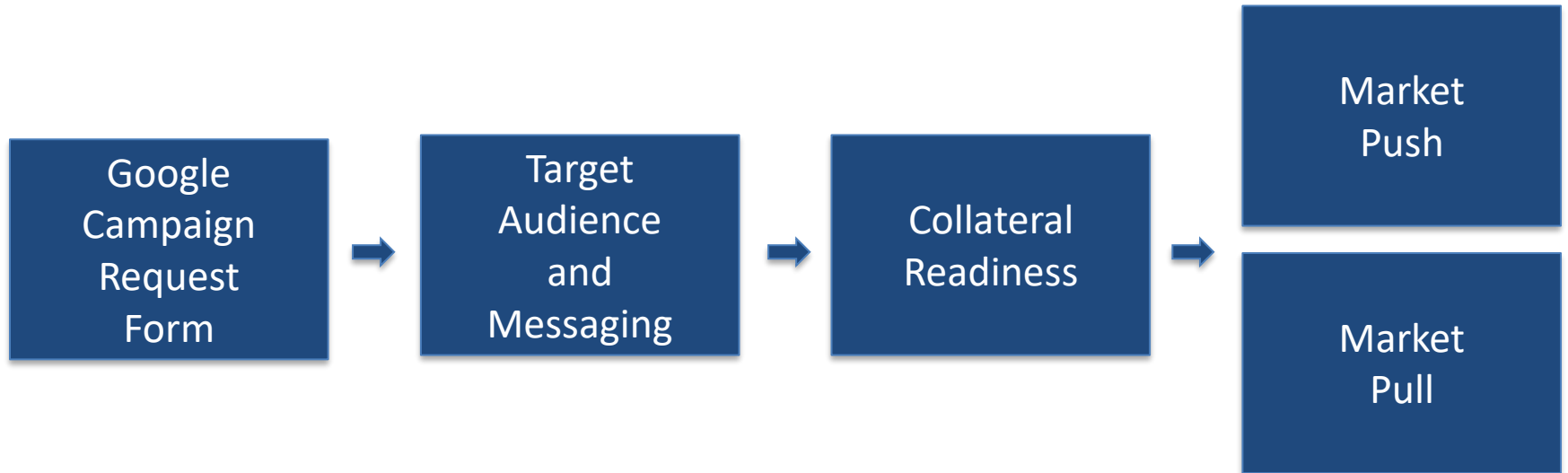
Demand Generation Process Flow



Couple key KPIs to track:

- Aging per team
- # of touches per demand-gen team
- Scale down factor per phase

Campaign Workflow



30 minute bi-weekly cadence call to see campaign progress
Weekly campaign dashboard will be published on a weekly basis

30 – 60 – 90 Day Sample Plan

Activity	30 Day	60 Day	90 Day
Launch 2 Campaigns	■		
Launch 2 Campaigns		■	
Launch 2 Campaigns			■
Reach out to all Channel Partners		■	
Reach out to all Tech Partner Stakeholders		■	
Meet all Stakeholders			■

Campaign Request Form

- Campaign Name
- Campaign Description
- Intended Audience
 - Channels
 - Tech Partners
 - End-Customers
- Expected Results
 - < 50 leads
 - > 50 leads
 - Branding awareness

You sold Great!

Can we make it a
repeatable
solution?

Collateral Readiness

- Datasheet
- Infographic video
- Case study
- Customer testimonial
- Leadership blog
- Slide presentation for partners
- Slide presentation for end-customers

Market Push

- E-blast [We will also expand our end-customer provider list/database]
- Analyst reach out
- Webinars
- Partner lunch-n-learn support
- Co-op marketing / SPIFFs
- Tradeshow support
- On-line ask and expert bot

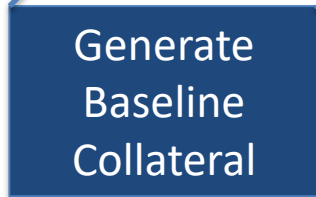
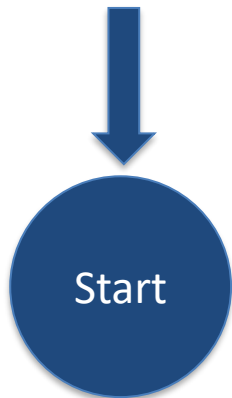
Weekly Report will be provided

Market Pull

- Receive and qualify all in-bound leads
- Support all SoWs
- Support all quotation requests

Weekly Report will be provided

Market Push Campaign Life Cycle



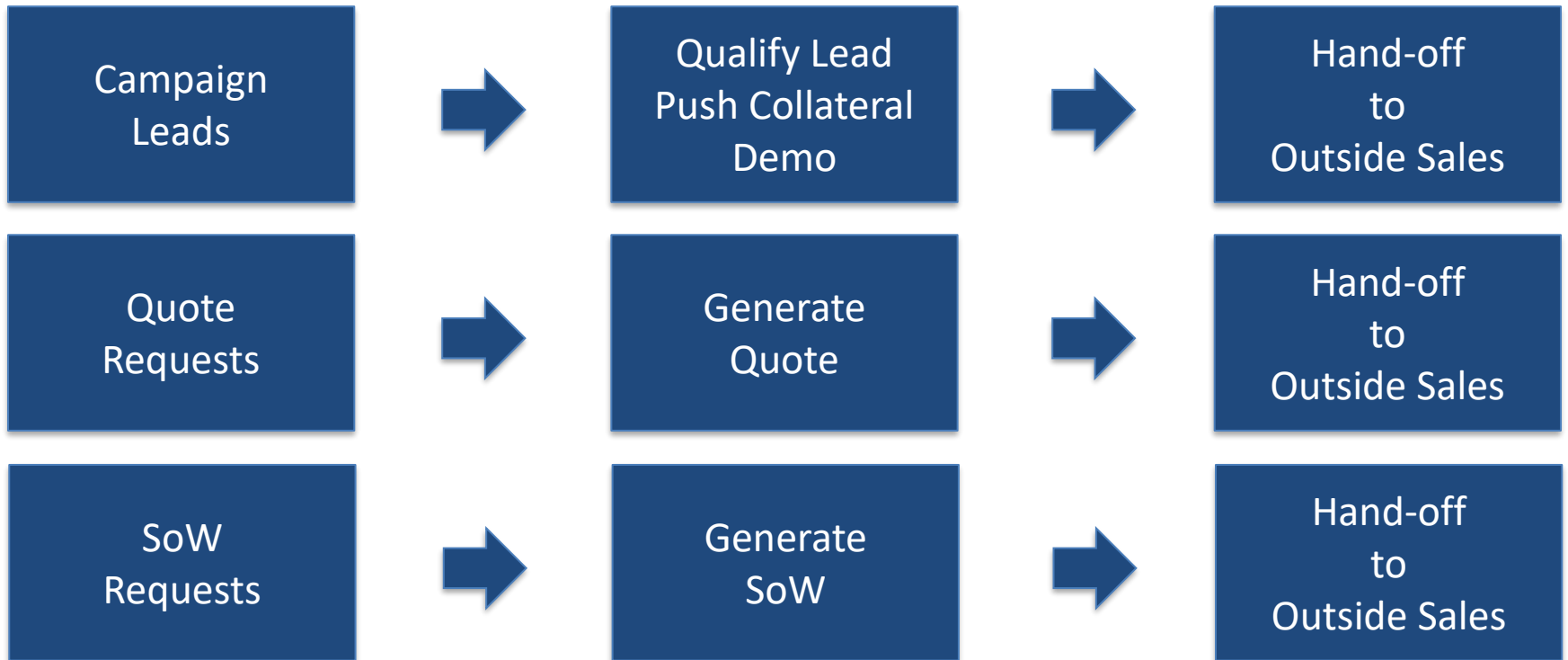
4 Weeks

- Data Sheet
- Micro-site launched
- Infographic video
- Digital Marketing strategy

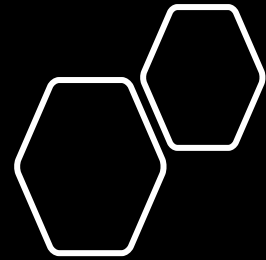


Each Market Push Sprint is staggered by 2 weeks
5 Market Pushes per Campaign
1 Marketing Resource can manage 2 Campaigns at a time

Inside Sales to Outside Sales Handoff



Pick a \$ threshold; Mature Inside Sales team to close from initial touch to close



Selling Price vs. Value

- Price is NOT a sustainable differentiation
- Need to understand the value:
 - Business value
 - Project value [ROI Calculators]
 - Personal value
- Differentiation from the competition

Value Taxonomy

Business
Value

What are the customer's business goals?

*Profitability; New Market Entry; Market Share Gain
Be a disruptor; Manage operations efficiently*

Project
Value

What are the project goals?

*Increase average revenue per user
Decrease cost; On-time-project delivery*

Individual
Value

What are the individual goals?

*Decision maker / influence hits their bonus targets
Gets a promotion; Saves their jobs*

Value Pitch Day

Content

Elevator
Pitch

Inside Sales
Pitch

Outside Sales
Pitch

X

Audience

Marketing

Sales

Finance

IT

Business Unit

CXO

=

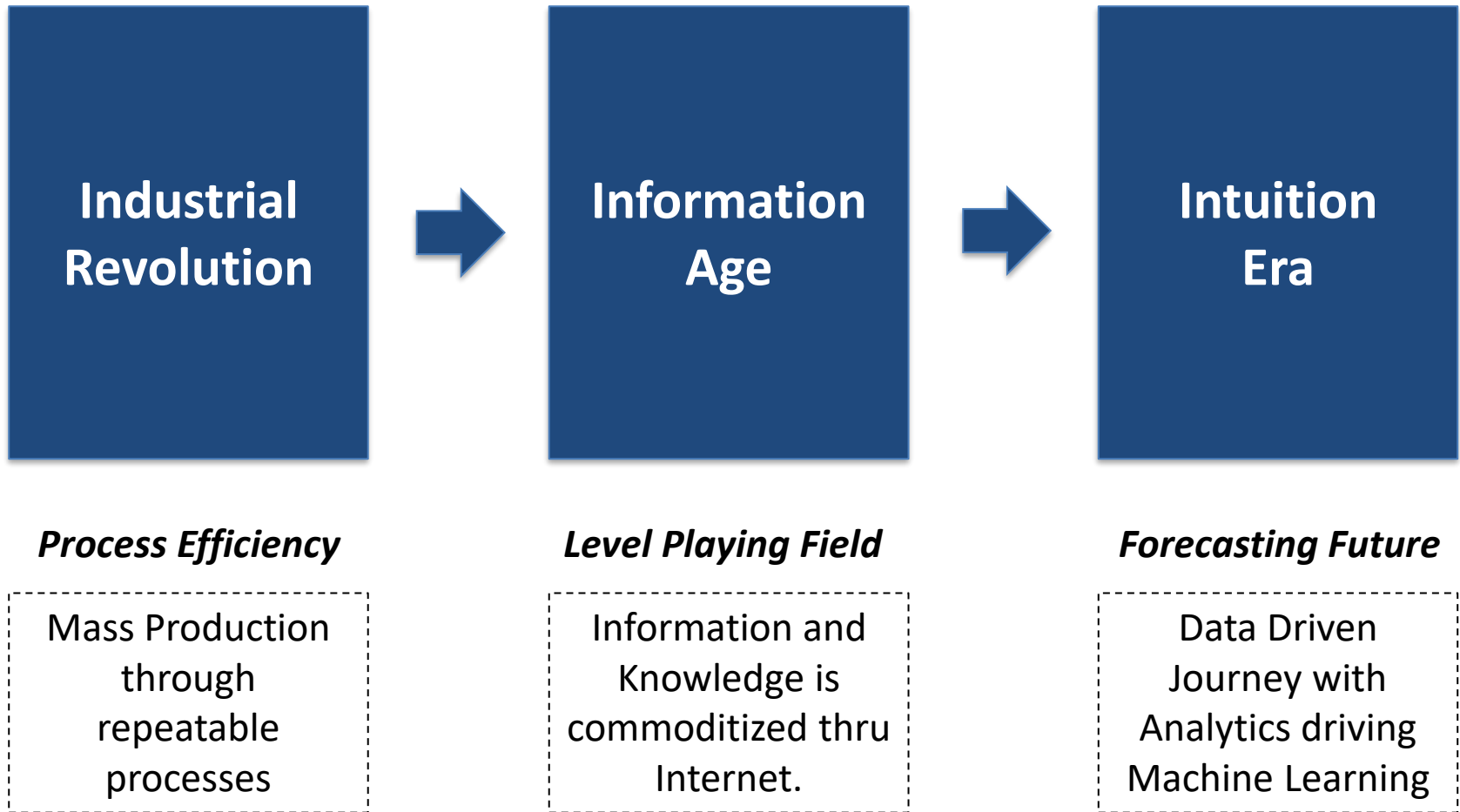
Practice

Sales Idol
Friday Competition

Practice
Makes Perfect

Dissect it
Analyze it
Reward it

Sales in the “Intuition Era”



Sales ammunition is changing the game

What role are you in?

Farmers

Work existing accounts
Mine the accounts
Cross-sell



Hunters

Hunt new accounts
Demand-generation
Lead conversion



Assassins

New industry
New business model
New eco-system



*Thank
you*



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