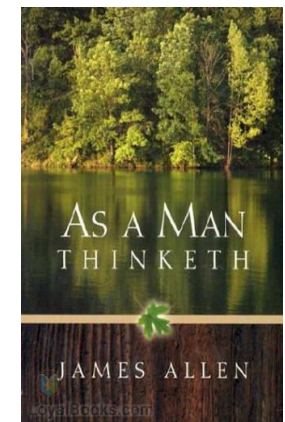
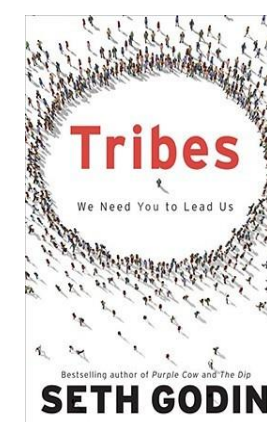
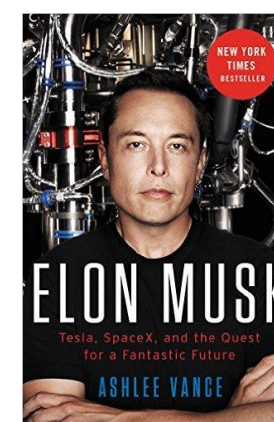
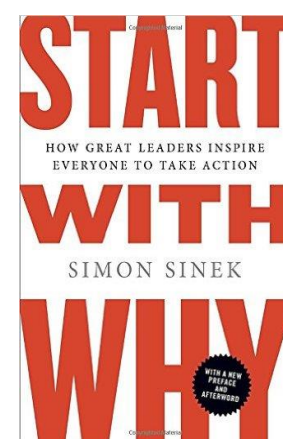
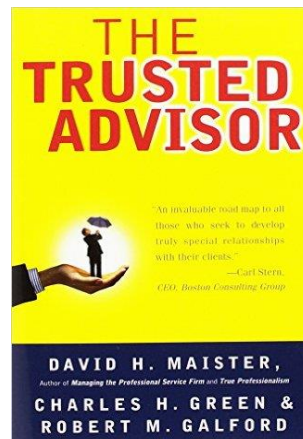
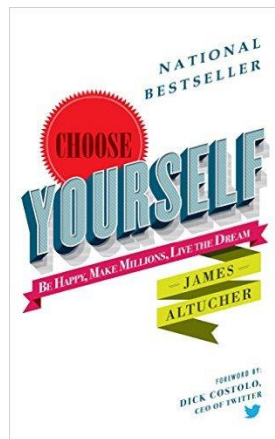
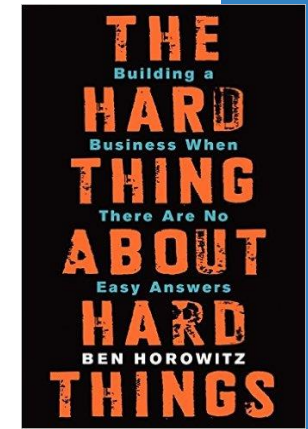
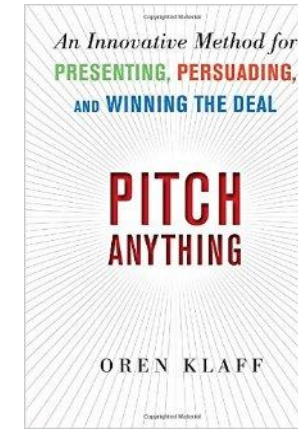
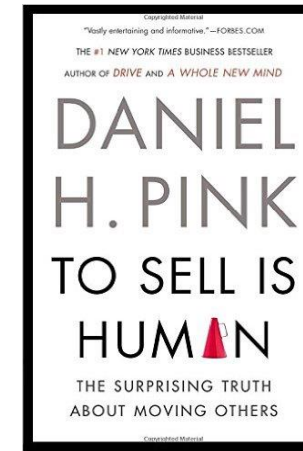
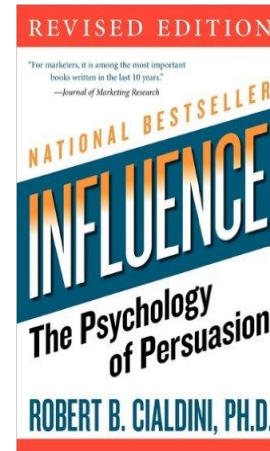
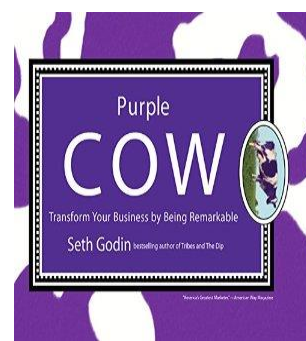
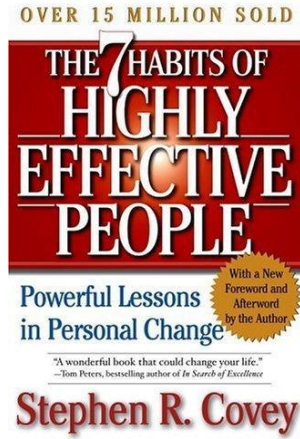
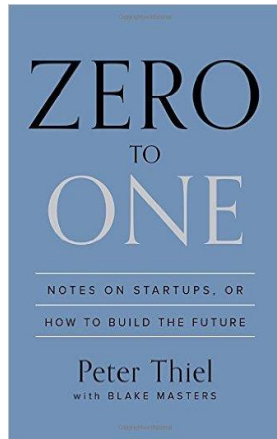


Sales Strategies for Technical Founders and other non-sales people

About Me

- I am a sales guy
- 18 years in sales
- Heaps of mistakes and a few good successes
- There are multiple approaches to B2B selling
- Based on First Principles

My Reading List



Online Resources



What we will cover

- Overview of the modern sales process
- Common sales pitfalls of technical founders
- Sales is now for everyone
- Adapting your sales to your personality
- Selling to new organisations
- When to hire your first sales person

Today's Sales process

- Barriers to Entry of B2B Sales
- A typical sales person...
- What works now?

B2B Barriers to Entry

1. Senior Management is difficult to reach
2. Organisational Resistance to change
3. Relationships take time to develop



1) Senior Management is hard to reach

- PA/Gatekeepers (Sentinel & Facilitator)
- Too busy to answer calls
- Resistant to new introductions

2) Organisational Resistance to Change

- Organisations purchase out of habit
- Long term contracts are common
- Minor organisational change can be very expensive

A typical sales person...

- No formal education on sales
- Hired as a junior sales person
- Mentoring, Training and Guidance:
 - Sales Manger
 - Sales Colleagues
 - Corporate Training
- Experiential learning
- Highly motivated
- Rewarded for success

What works now?

- **Build relationship through value exchange**
 - White Paper
 - Industry insights
 - Other non-monetary value
- **Trusted Advisor approach**
 - Focus on their needs
 - Pay it forward
- **Enterprise and Government sales**
 - First 6-12 months you barely break even
 - Value only in long term engagements

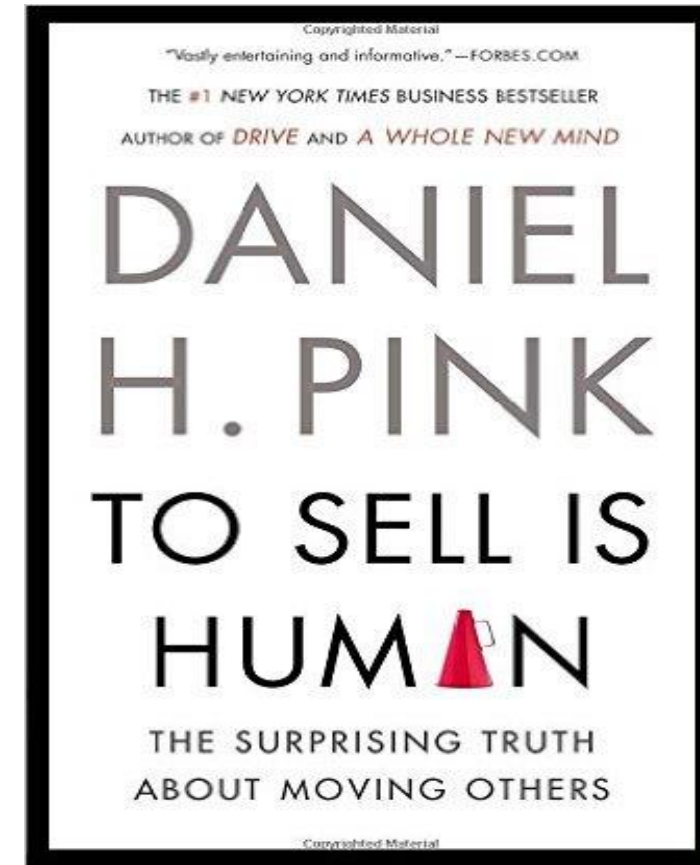


Common Pitfalls of Tech Founders

- Uncomfortable with sales
- Not listening
- Over talking
- Not allowing time for customer to consider
- Product/Feature mindset
- First meeting deception
- Hiring first sales person too early

Sales is now for everyone

- Read ***To Sell is Human*** by Daniel Pink
- Sales = moving people
- Natural approach



Suggested next steps

- Understand your own customer decision process!
- Get a mentor
- Read sales content every day
- Work in sales 2 hours per day (first and last hour)

Selling to new organisations

- Understand your customer, organization and industry
- Determine best approach: email, tweet, snapchat, letter
- Send a short targeted message
- Follow up phone call
- First meeting – value exchange. Build relationship
- Start navigating the opportunities

Hiring your first sales person

- Hire only to scale
- Distribution is just as important as product
- Founders need to sell first
- Once the founders have success in sales – then hire!

What is next?

- More Startup Sales presentations (going deeper)
 - QUT Foundry
 - River City Labs
 - CCIQ
 - Microsoft
 - Fishburners
- Join our Meetup: Lean Business Strategies
- Content on BIGJUMP website: www.bigjump.com.au
- BIGJUMP **Sales Accelerator** from 21 June
- Limited release of **Sales Advice Platform** (1st July)
- **Architecture for Customer Engagement** workshop with Mark Hocknell www.markhocknell.com

Questions?