



Startup Sales Coach

# **Startups: Getting into the right mindset for Sales!**



# About Me

- 18 years of B2B Sales
- RCL mentor 5+ years
- Background in Software & Services/Consulting
- \$40M in personal sales



My Goal

**Make Sales Skills more  
accessible to Startup Founders**



Startup Sales Coach

Question...

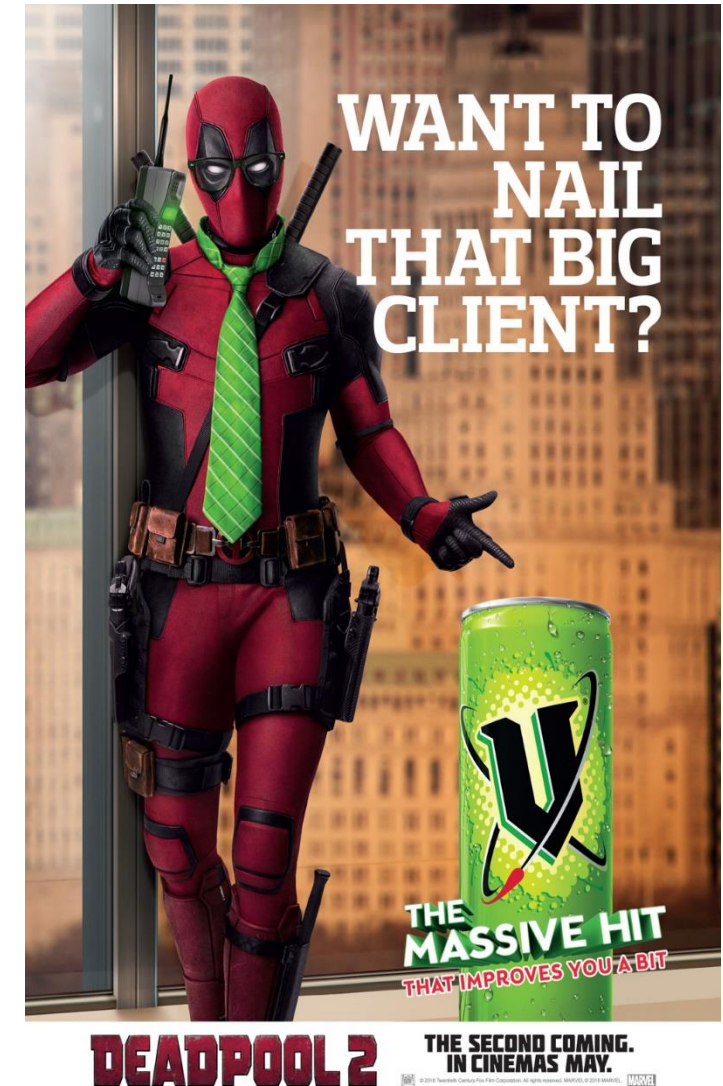
**Why are you here?**



Startup Sales Coach

# Outline

1. The problem with Sales...
2. Solution
3. Examples
4. Next Steps





# 1) The Problem with Sales...





# Typical Scenario

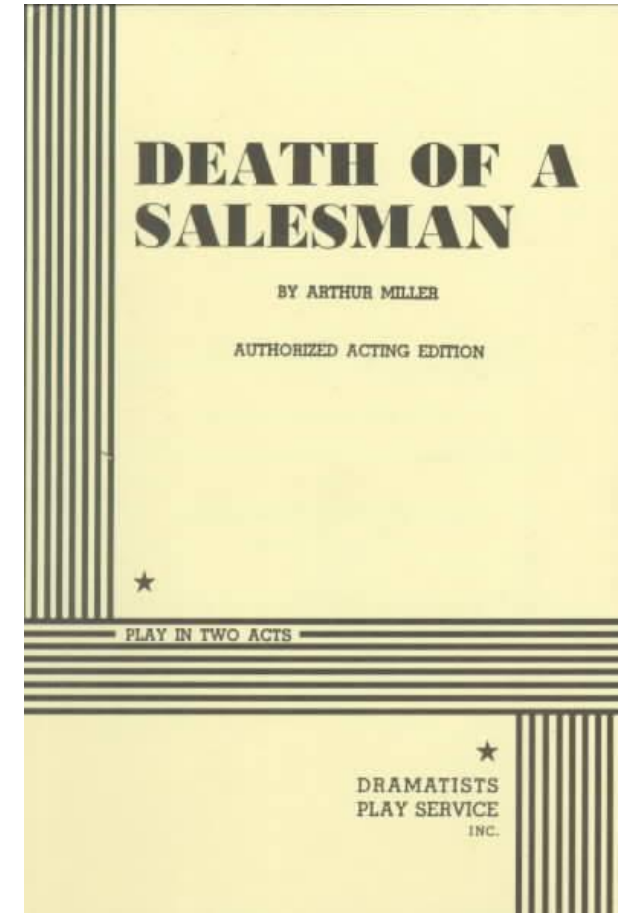
- Tech Startup
- First bit of traction
- When to hire a sales person?
- Problems
  - No template to scale
  - New hire will struggle to understand
  - You can't afford a good sales person





# What is Sales?

- Sales = Moving people
- We are all in sales (Daniel Pink)
- Negative societal bias
- Bad Selling vs. Good selling
- No distribution – no business!

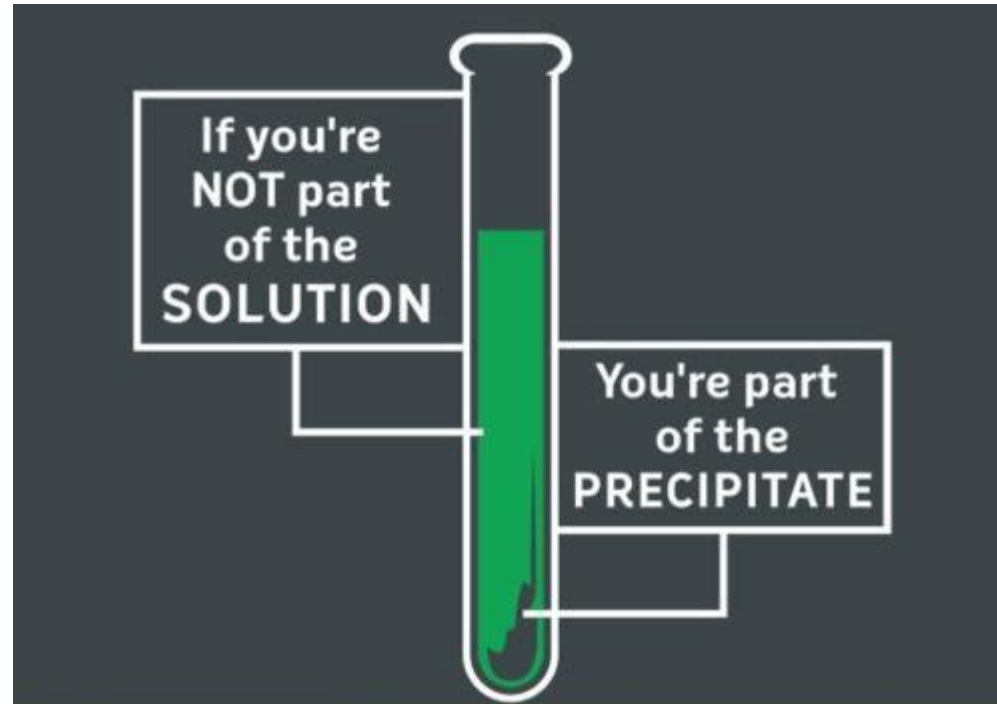




## 2) Solution



Startup Sales Coach





Startup Sales Coach

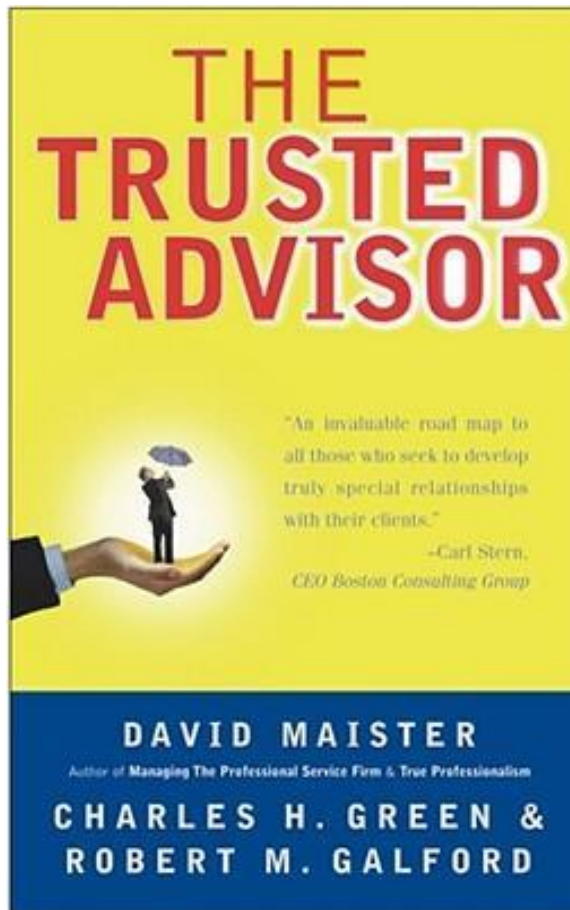
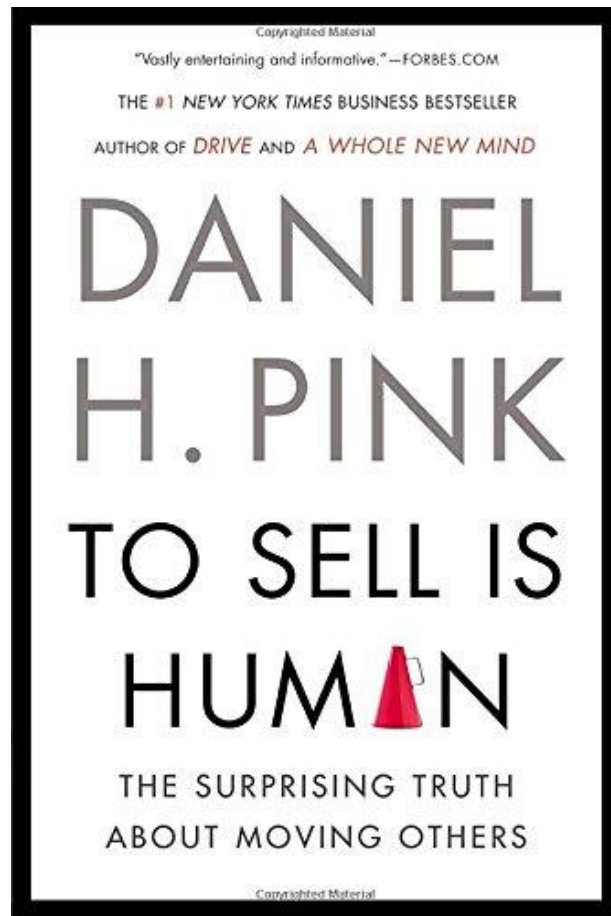
# Upgrade your skills

- Upgrading is the Best solution
- Get a coach/mentor
- Network (RCL, Fishburners etc)
- Sales buddy
- Keep learning





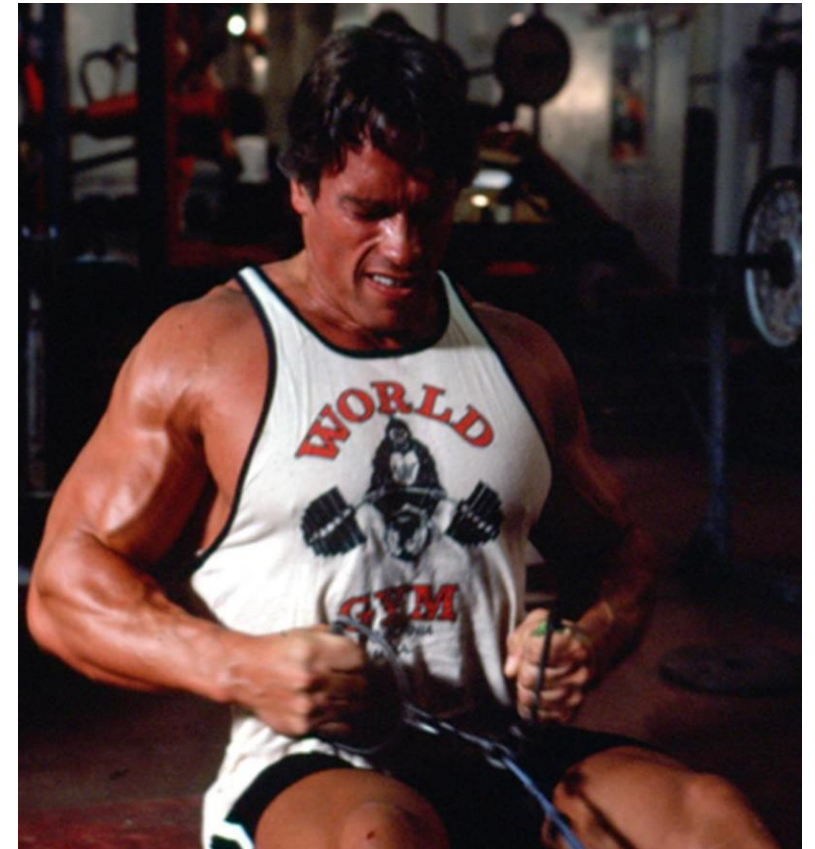
# Suggested Resources





# Commit to Sales!

- 1-2 hours / day
- Start 8am
- Track your metrics
  - Outbound calls
  - Outbound emails
  - Meetings booked
  - Proposals submitted
  - Sales closed
- Consistency



# 3) Examples



Startup Sales Coach





# Prospecting

- Sales is hard for everyone!
- Be you!
- Rejection
- Build your “sales muscle”
- Empathy





# Selling Stage

- Be a doctor 😊
- First meeting = building relationship
- Ask the single most important question!
- Customer requirements vs. product benefits





# Closing

- Do you know:
  - ✓ Have a deep understanding of customer needs?
  - ✓ Does your proposal address their needs?
  - ✓ Have you asked
    - ✓ Their decision processes?
    - ✓ Timeframes?
    - ✓ who has power to sign off?







# Closing Tactic

1. Confirm interest.
2. Ask when they want the benefits.
3. Work backwards





# Next Steps

- Check out
  - [www.bigjump.com.au](http://www.bigjump.com.au)
  - [www.startupsalescoach.net](http://www.startupsalescoach.net)
- 1 month of free sales coaching (limited)
- Beta-group starting in July
  - Maximum of 10 participants
  - Must be Brisbane-based
  - Tech founders only
  - Commit to 1 hour of sales / day
  - 3 months

