



Startup Sales Coach

# **Startup Growth: Leveraging Jobs Theory to Increase your Competitiveness**



# About Me

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



# My Mission

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



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Question...

**Why are you here?**



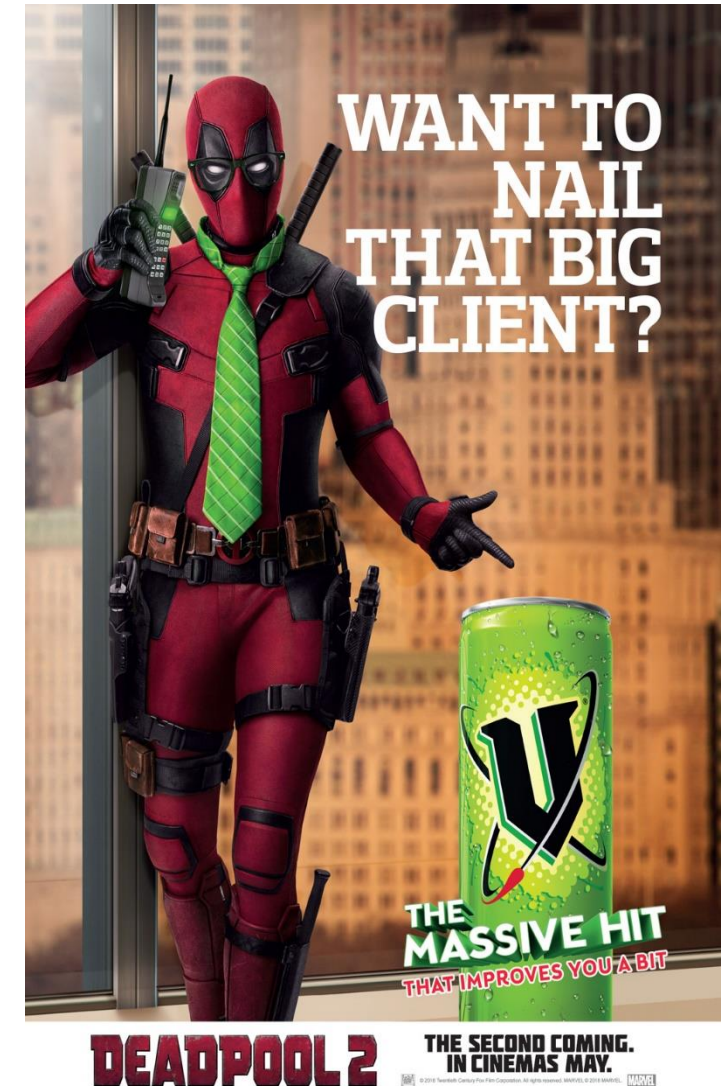
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# Overview

1) Jobs Theory (Definition)

2) Examples

3) Application for your Startup





# Why #JTBD is Important



Breaking an old business model is always going to require leaders to follow their instinct. There will always be persuasive reasons not to take a risk. But if you only do what worked in the past, you will wake up one day and find that you've been passed by.

— Clayton Christensen —

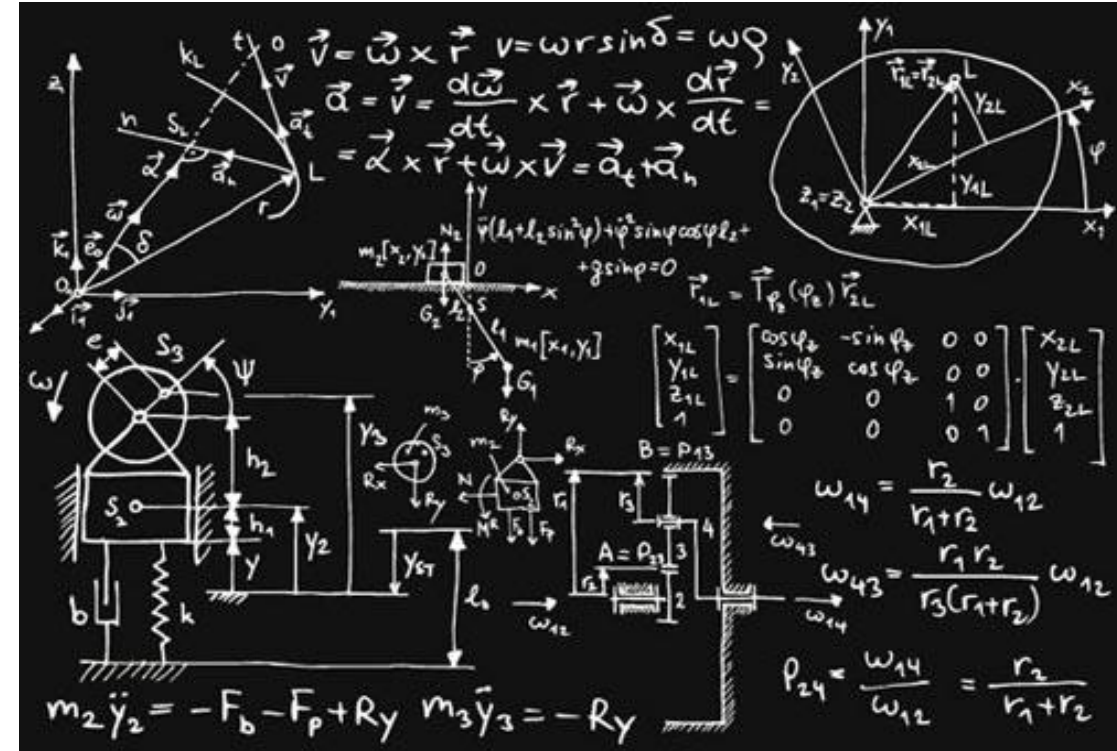
AZ QUOTES

# What can **Jobs Theory** can do for you?



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- A theory that helps to explain **Causality**
- Answers **why** customers purchase a product or service
- Helps to explain customer behaviour
- Explains the progress you are trying to make
- Frames your competition





# # 1: McDonalds Milkshake

- Asked to survey customer on preferences
- Implemented the findings
- Nothing happened!
- New Question:
  - *What job am I hiring that Milkshake to do?*
- Milkshake's Competitors
- Different jobs for Milkshakes







# #2: Marriage Proposal

- The job: I want to ask my sweetheart to marry me.
- What do I hire to help me achieve that job?
- Park
- Bended knee
- Sky writing
- Ring in wine flute (restaurant)
- What else?





# #3 SNHU

- [https://www.youtube.com/watch?v=WRnXYD\\_WaFc](https://www.youtube.com/watch?v=WRnXYD_WaFc)



# #3: SNHU

- **Small regional university**
- Online program – 2,000 students
- Dean – learnt Jobs Theory
- Realised online students had different jobs to on-campus students
  - On-campus – 18 years - coming of age!
  - Online/Distance – older – improve career
- 34% compound growth over 6 years
- \$535M in 2016





# “Diapers” in China

- Produced 2 cent diapers for new Chinese customers
- Good marketing intel
  - No diaper industry in China
  - Aspiring middle class
- Result: Failure!
- Market insight!
- New Job: Helping babies get smarter





# Build your understanding

- Uncover the **little hire** behind the **big hire** (*clothes*)
- Job description needs to be broad enough to include different categories
- Align your organisation to that job
- Follow <http://jobstobedone.org>





# Startup Example # 1

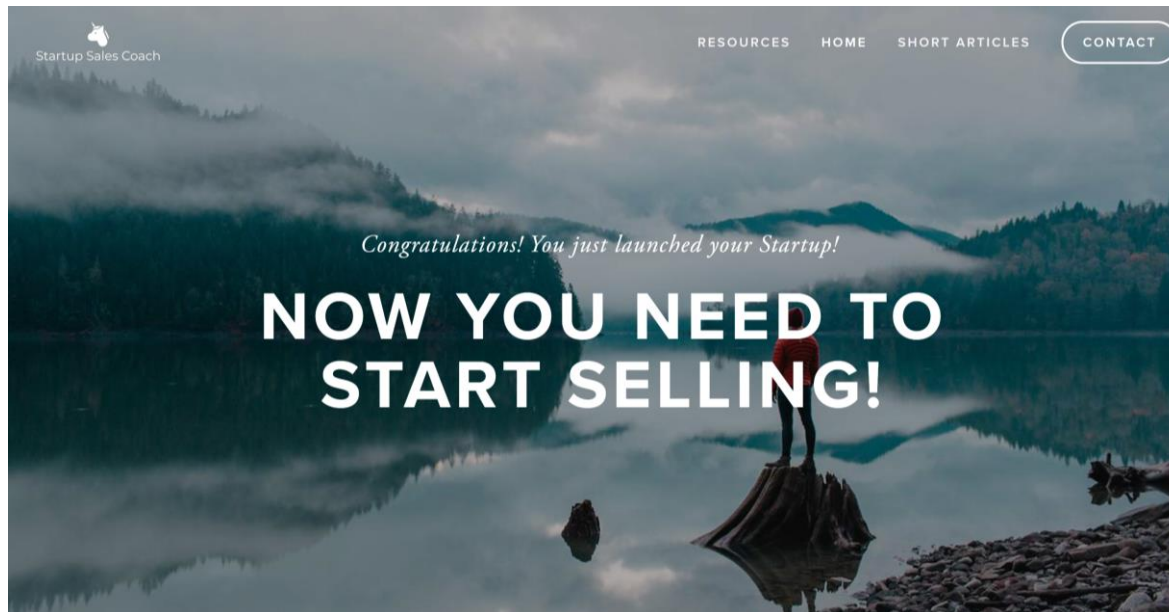
- Online Accounting software for SMEs
- Features:
  - Mobile apps support accountant's customers
  - Instant access
  - Update paperwork anytime
  - Q&A...
- **#JTBD:** "Paperwork is a drain on my energy and time. I want easier access to update things and know my status"
- Competition
  - Write JTBD statements for each customer persona
  - Product roadmap is measured against JTBD statements
  - Resist scope creep --- Measure against JTBD statement



# Startup Example #2



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- Startup Sales Coach
- Product – helping startup founders develop practical sales skills
- Background
  - Customers no money!
  - 6 months lifecycle
  - Low selling skills
- **#JTBD:** *“I need to learn enough basic sales skills to grow my business to \$1M in revenue”*



# Startup Example #3

- Let's talk about your startup!





# Contact

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