



Startup Sales Coach

SaaS Startups: Getting your first 100 customers



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About me

- 18 years of Enterprise Sales
- Mentor to startups 5+ years
- Background in Technology & Services/Consulting



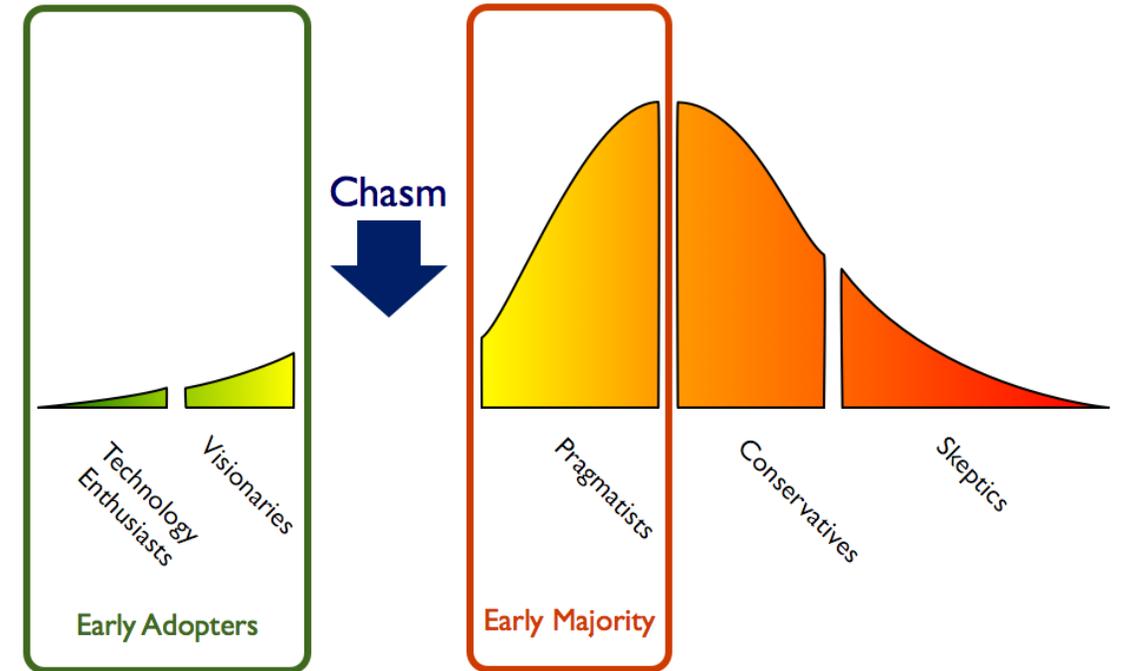
My Goal

**Make selling more accessible
to non-sales people**



What we will cover today

1. What is Sales?
2. Technology Adoption Curve
3. Types of Customers
4. Practical Takeaways



1) What is Sales?



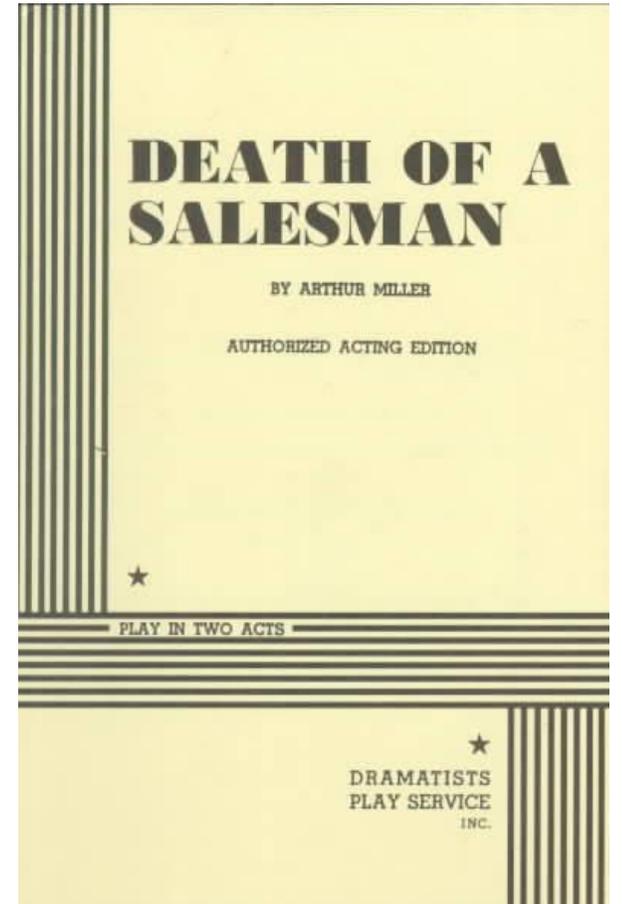
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What is Sales?

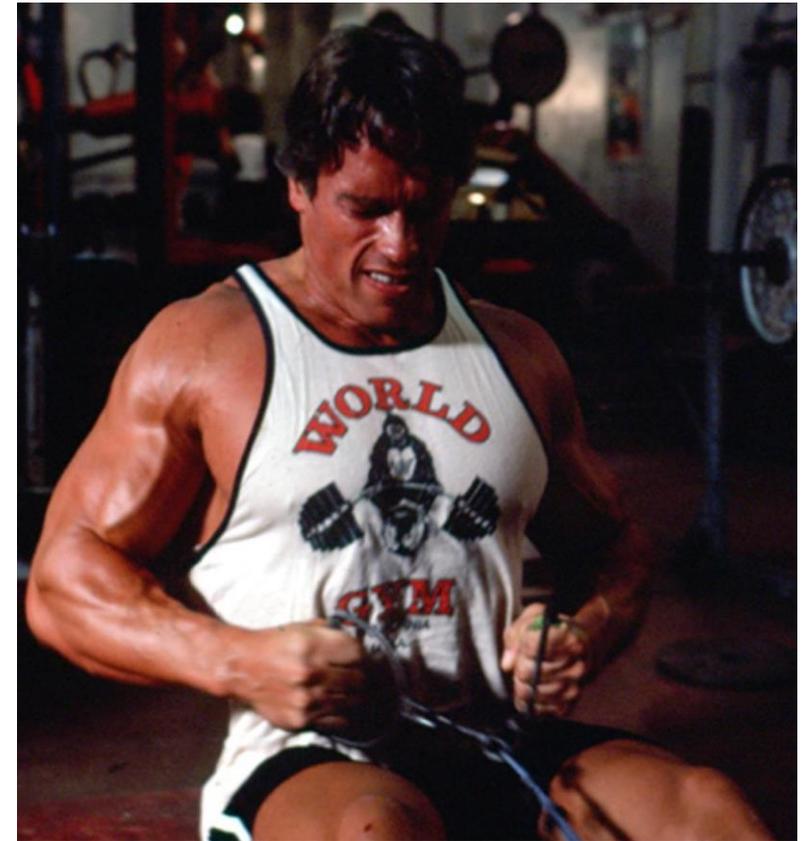
- ***Sales is the act of moving people to help them release a mutual benefit.***
- We are all in sales (Daniel Pink)
- Bad Selling vs. Good selling
- Design of your distribution (sales) is a critical to your business success.





Commit to Sales!

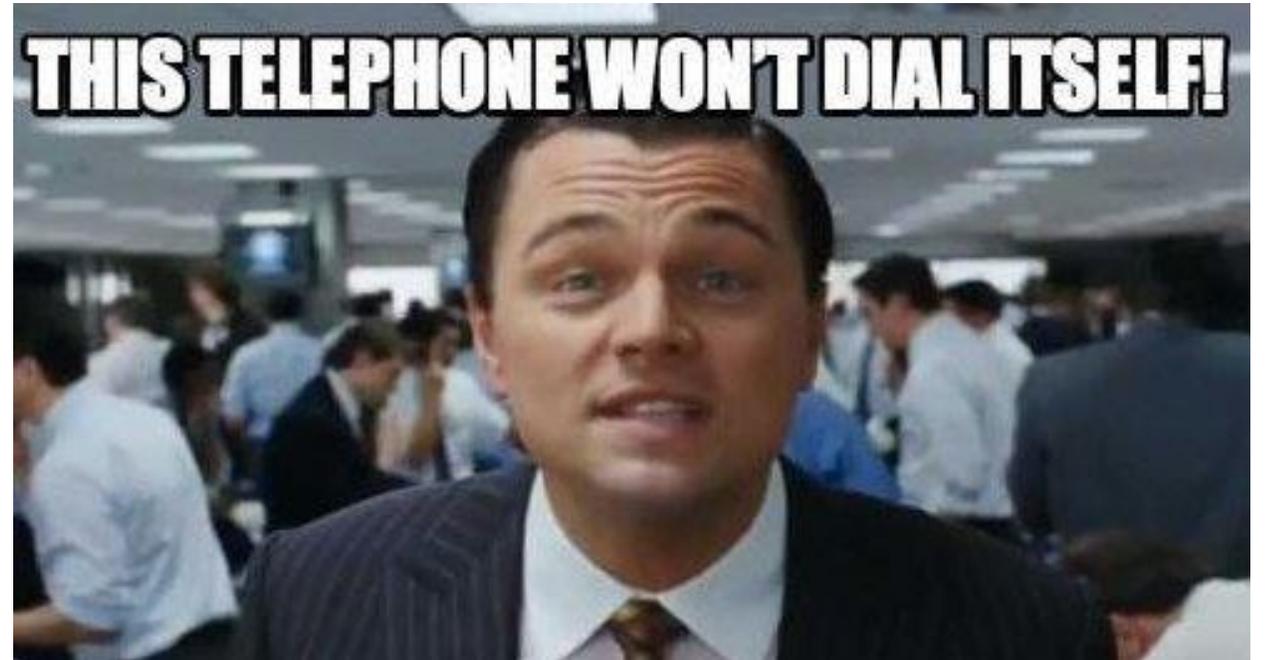
- 1-2 hours / day
- Start 8am
- Track your metrics
 - Outbound calls
 - Outbound emails
 - Meetings booked
 - Proposals submitted
 - Sales closed
- Consistency





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

- ✓ Is the opportunity real?
- ✓ Do you know:
 - ✓ Their decision process?
 - ✓ Timeframes?
 - ✓ who can sign off?



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**COOKIES ARE
FOR CLOSERS**





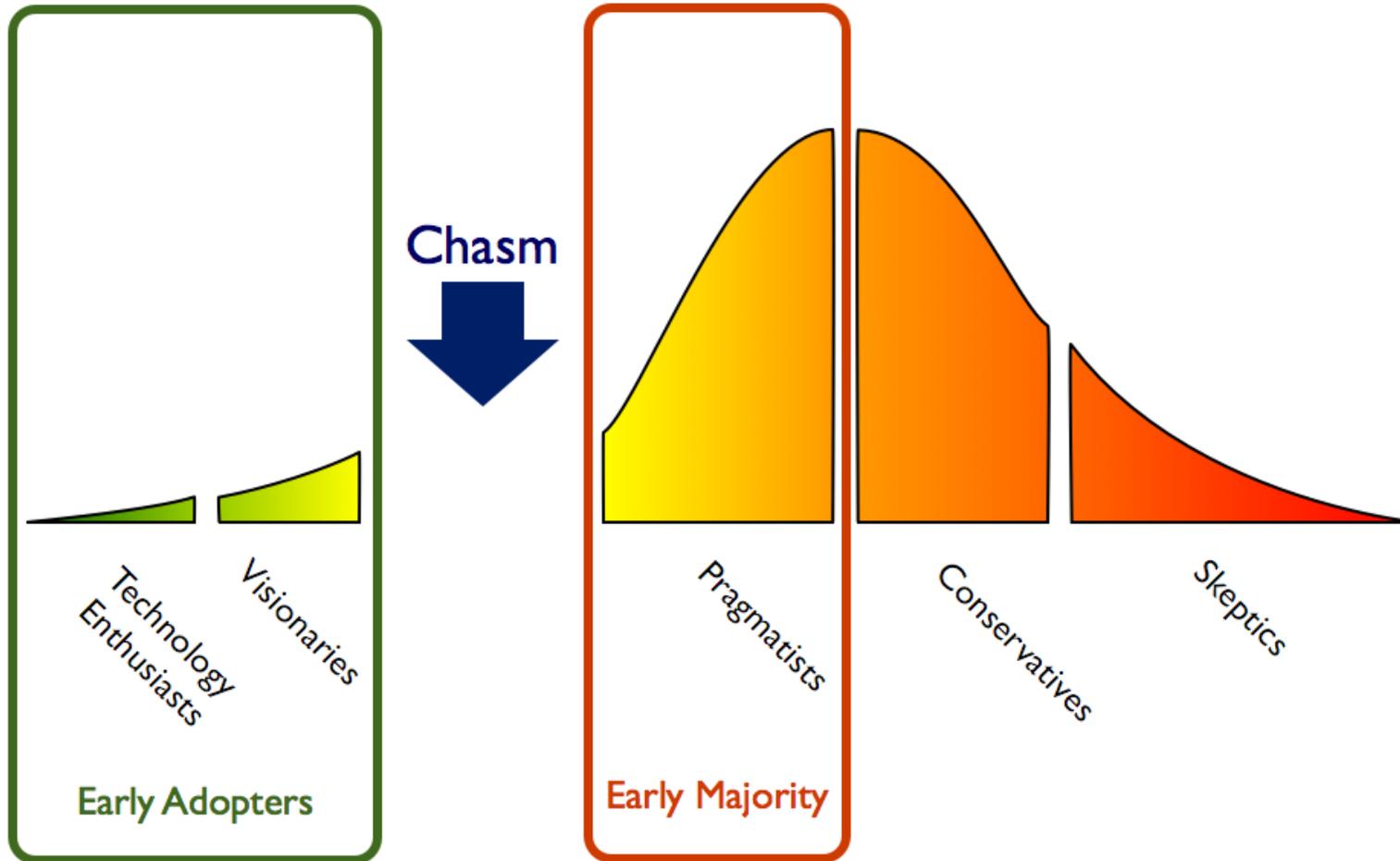
Closing Early

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





2) Technology Adoption Curve Startup Sales Coach





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Selling to your network

- Deceptively easy
- Founders sell well
- False Positives





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Sell to Early Adopters

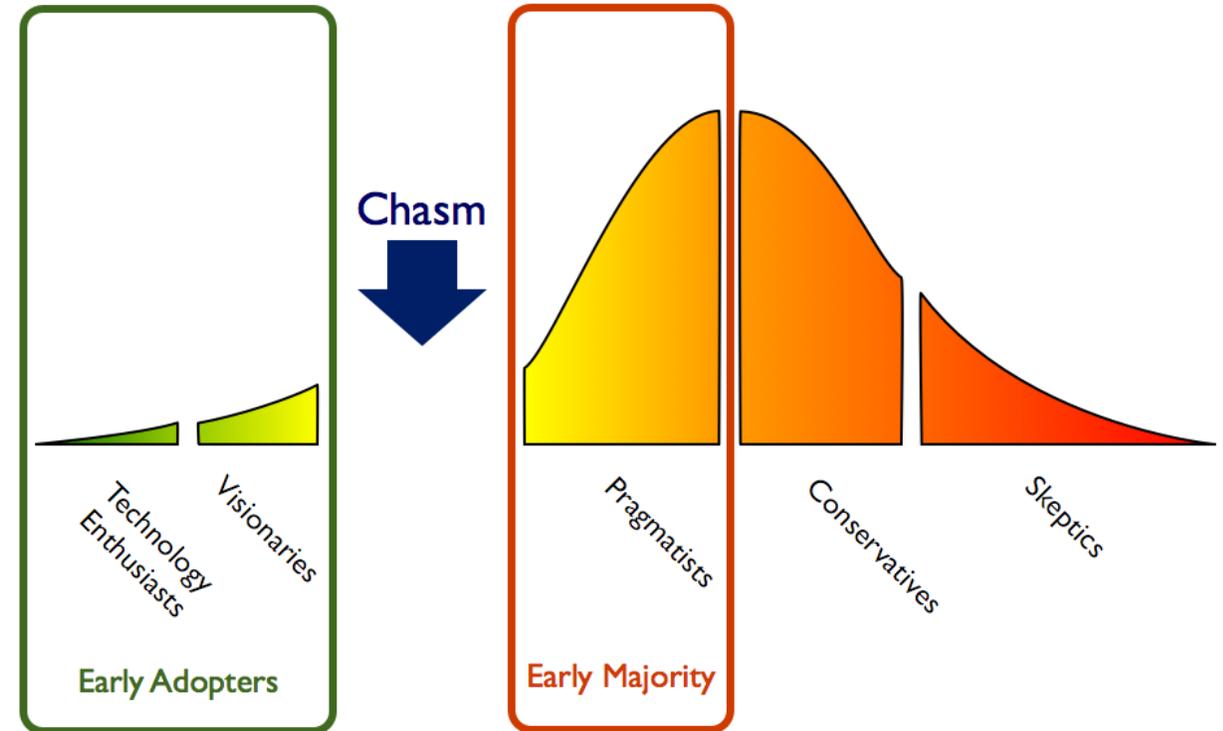
- Also easy!
- You only need to identify them
- They will believe in your vision





Selling to Early Majority

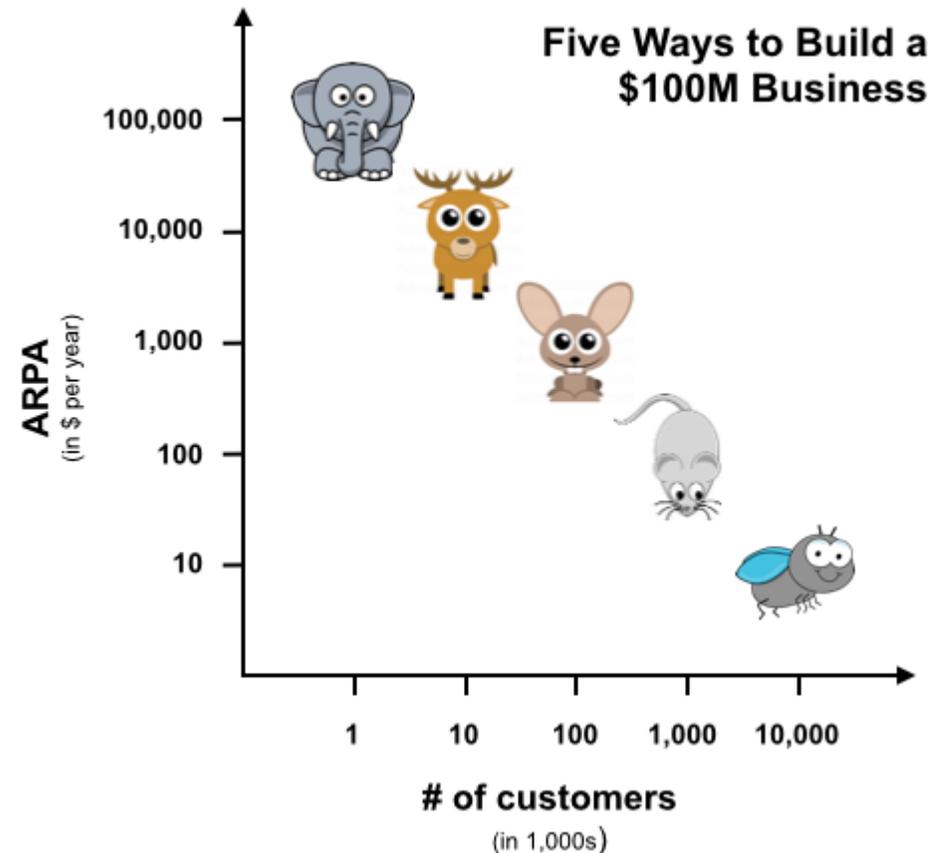
- Pragmatic customers!
- Compare with alternatives
- Do not care you are a startup
- More complex issues
- Jobs Theory
- Customer Success / Reduce Churn





3) Types of Customers

- **Flies** - \$10 / year
- **Mice** - \$100 / year
- **Rabbits** - \$1,000 / year
- **Deers** - \$10,000 / year
- **Elephants** - \$100,000 / year





Customer Examples

- **Flies** – \$10 - Advertising (Google, Facebook)
- **Mice** - \$100 – Subscription (Mailchimp, Evernote)
- **Rabbits** - \$1,000 – SME subscription (Online tools)
- **Deers** - \$10,000 – Inside sales force B2B
- **Elephants** - \$100,000 - Workday, Veeva, SuccessFactors, Salesforce.com



Observations

- Tailor the sales process to the type of animal you are hunting!
- Migrate from Rabbits (\$1,000/year) to Deers (\$10,000/year)
- Many big successful companies sell to Elephants (\$100k/year)



4) Practical Takeaways

- For repeat revenue, build a large portfolio of opportunities
- Ruthlessly cut down opportunities to leads that are not progressing.
- Plan your day well. Don't waste time.
- Founders are the leading sales people before scaling
- [Get your first 10 unaffiliated customers](#) (Jason Lemkin)
- [Give your SaaS startup 24 months to get traction](#) (Jason Lemkin)



Stay tuned for more ways
build your sales skills!



References

- https://en.wikipedia.org/wiki/Crossing_the_Chasm
- <http://christophjanz.blogspot.com/2014/10/five-ways-to-build-100-million-business.html>
- <https://www.saastr.com/hardest-part-saas-companies-stage/>
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