

# Early Stage Technology Sales Program

Presented by:

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# Challenges for Early Stage Technology Companies

*There are a specific and unique set of challenges that CEO/Founders of early stage companies face in the challenge to grow their business:*

- ◆ Funding and resources are limited.
- ◆ Lack of branding and name recognition.
- ◆ Limited number of customer references, case studies, and ROI data.
- ◆ Growth has been obtained by CEO/Founder relationships, not by using a replicable or scalable sales process.
- ◆ Unique offerings that are difficult to articulate to customers without in-depth knowledge.

# Implications for Sales

*These challenges have implications for sales growth in these organizations:*

- ◆ Too early and costly to hire a qualified VP of sales.
- ◆ Difficult to recruit senior sales people who can deliver results in a smaller organization.
- ◆ Limited sales expertise within management or ownership.
- ◆ Lack of professional marketing material to support sales efforts.
- ◆ Lack of a Lead Generation Strategy and Process to fill pipeline.
- ◆ No formalized sales process or methodology for management or new sales recruits to follow.

# Pressure for Sales results in...

- ◆ Hiring a VP Sales too early, often at high cost, that doesn't match hire's experience with early stage firms requirements.
- ◆ Hiring VPs who are skilled at strategy but not skilled at hands on execution (Big company paralysis ).
- ◆ Hiring VP's that are accustomed to having extensive resources as opposed to selling and managing on their own.
- ◆ Hiring VP's with little specific industry knowledge or background.
- ◆ Company buying CRM as a solution to provide a sales process ( Garbage in garbage out)
- ◆ A Sales training organization brought in but only provides a generic process without a focus on methodology and execution customized to company's unique solution and market requirements.

# The Impact

- ◆ Recruiting and retention of experienced sales people a big challenge as earning potential is in question.
- ◆ Sales team is provided with inconsistent positioning, process, messaging and marketing support, resulting in the companies reputation being damaged in your market.
- ◆ Account information may be organized in a CRM, but full of unqualified opportunities resulting in mis-allocation of resources and incorrect sales projections.
- ◆ Investor pressure to hit revenue targets results in focus on short term sales versus long term and sustainable sales process and methodology, Inhibiting growth.

# The Blueprint for Success

- ◆ CEOs and Founders of Technology firms need more structure and training on sales methodology, lead generation, funnel management, forecasting and commitment to sales and marketing execution.
- ◆ These structures need to be customized to specific markets and organizations and as such are not solutions in a box. Basic 101 sales training and CRMs are useful, but more customized in-depth skill development on how to manage sales and growth is essential.
- ◆ Knowledge needs to be transferred from Founder/CEO to sales and marketing team to begin developing a scaleable and replicable process and methodology.

# The SalesXperts Solution

- ◆ To develop and ingrain a culture of delivering growth by creating methods and habits with the organization that focus on delivering results. The SalesXperts Process includes:
  - ◆ A full Sales and Marketing Audit
  - ◆ Implementing a customized Lead Generation process
  - ◆ Updating your marketing collaterals including Case studies and client references
  - ◆ Sales Methodology implementation customized to your solution and market.
  - ◆ In-depth training on funnel and sales team management
  - ◆ Instilling long-term habits that will drive growth.

Output- A replicable and scalable sales process ( led by founders and senior management) that will allow long-term growth for your organization.

# Sales Audit

- ◆ An external analysis of the current plan, people and processes.
- ◆ Interview your current clients to understand their experience and understanding of your value and their decision making criteria.
- ◆ Output to create a summary of current capabilities and recommended areas of improvement.
- ◆ Recommended areas of improvement and action steps to execute immediately on priority items.
- ◆ Prioritize target markets with higher ROI
- ◆ Detailed Sales Pipeline Review

# Marketing Activity

- ◆ Identify the appropriate marketing requirements for early stage company.
- ◆ Identify and segment key markets and develop unique value proposition for your solution.
- ◆ Create and update key marketing collaterals
- ◆ Design and execute on integrated marketing campaign including website, online, e-mail, teleprospecting and event marketing activities.
- ◆ Align marketing activity with sales goals.

# Lead Generation

- ◆ Identify and segment key markets and develop unique value proposition
- ◆ Review and sanitize lists for target markets
- ◆ Define a set of qualification metrics for a qualified sales lead.
- ◆ Set up effective Demand Generation campaigns to pull leads into the organization.
- ◆ Design and execute on proactive lead generation campaigns to maximize the quantity and quality of sales leads.
- ◆ Set up Lead Nurturing Process to move prospects through Sales Lead funnel.

# Sales Process and Methodology

- ◆ Outline and train the skills and methods required to close deals and sell to decision makers in your specific market.
- ◆ Process : Systematic series of actions and rules that will be consistent for the organization.
- ◆ Methodology : A set of methods and tactics which can be adapted to current situations and experiences. Sales methods require some flexibility to meet market and customer requirements.
- ◆ Process without methodology can result in well organized failure. False perceptions that sales will grow when in fact the methods are flawed.
- ◆ Methodology properly applied is a growth enabler !

# Sales Funnel Review

- ◆ Detailed review information going into your CRM with your sales team
- ◆ Question and determine methods utilized to rate customers as potential clients.
- ◆ Analyse details of input and results (or lack of results) from prior initiatives.
- ◆ Determine the persistence, consistence timeliness of sales efforts being applied to current funnel opportunities.
- ◆ Re-align customer ratings within the funnel to properly reflect the opportunity.  
Remove poor quality leads
- ◆ Detail methods and assign specific initiative to move current opportunities further in the sales process or better determine barriers to progress within key target accounts.
- ◆ Customize a program and train management on strategies to move leads faster through the funnel, shortening the sales cycle and improving financial forecasting models.

# Document and Replicate Sales Process and Methodology

- ◆ Replicate and scale successful sales process and methodology
- ◆ Train sales team and insure consistency
- ◆ Set up measurements and compensation consistent with process.
- ◆ Insure proper reporting and accurate forecasting is set up within CRM

# Next Steps...

Engage SalesXperts in an initial Sales Audit of your organization.

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