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3 Ways to start building your high performing

Revenue Engine

With Patrick Thorp

Who am I?

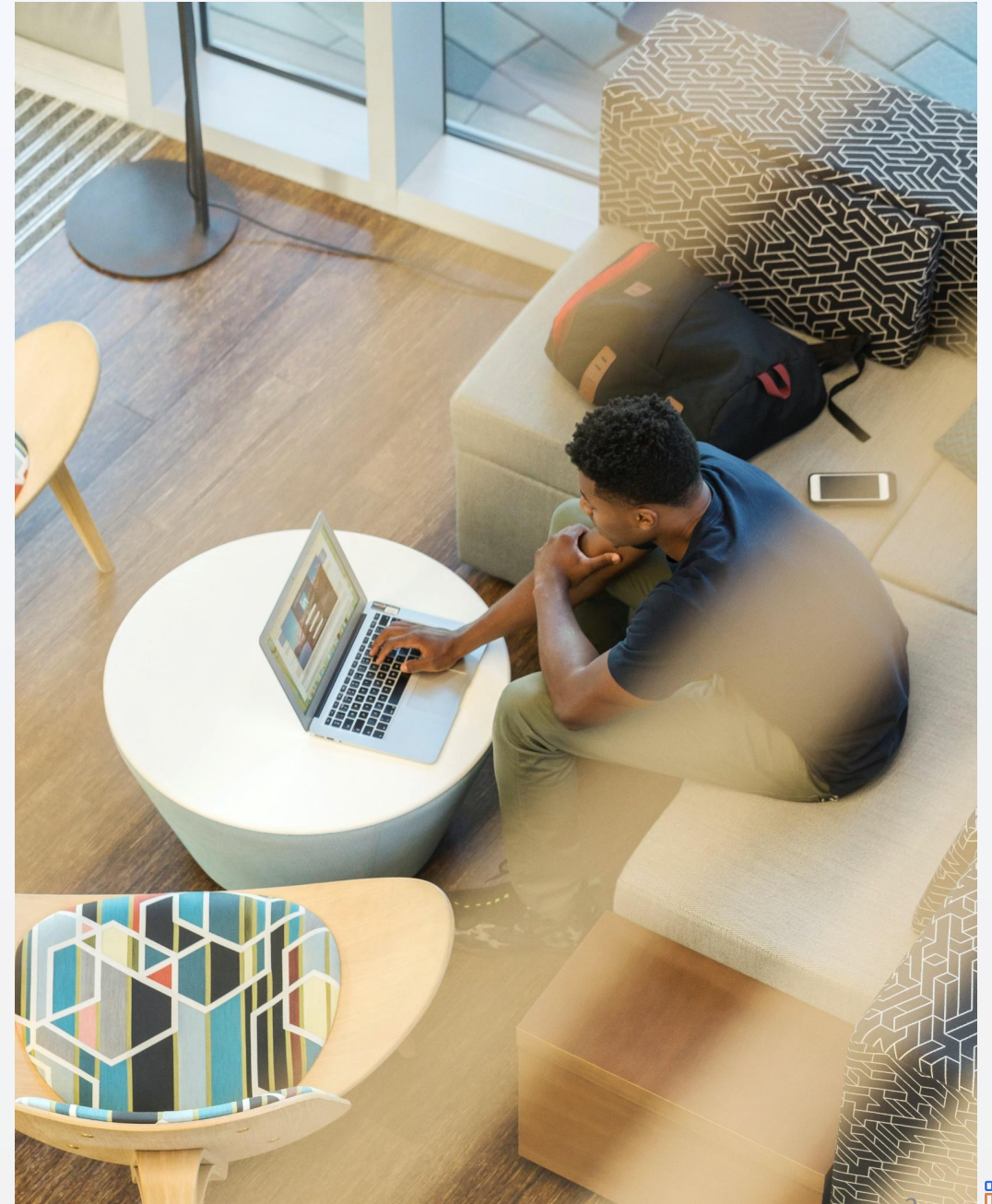## Head of Delivery at Sales for Startups

Volume, Shepper, Howamigoing, Privitar, Kpler, Radix DLT, CoInvestor, Indx Capital, IT Naturally

Who am I?

-Head of Delivery for the growth consultancy Sales for Startups
-Help Founders of Pre-Seed to Series C B2B tech companies
-Author/Bodybuilder/ex sommelier.

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Tell me about You...

1

Where is everyone listening from?

2

How many Founders/CEOs of startup software businesses do we have?

3

What are the major challenges faced right now?

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What to expect from today!

1 How to create a focussed message and its importance

2 The best Talent Acquisition strategy

3 Process, Process,Process!!!

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Did you know

1 98% of tech companies fail to get from Seed to Series C

2 -70% of tech Companies fail between years 2 and 5

3 67% of of Tech CEOs do not come from a sales background

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01

Proposition

Proposition

-Value first approach

-Jobs to be done

-Activity: Job Board

-Who you target at the Account level and then at the Buyer level

-Eureka moment

-Product Market Fit and what indicators do we use

Job Story Board Structure:

As a (who),
When I am (situation),
I want to (motivation),
So that I can (outcome)

Resources

Questions to ask yourself

-Who is your target customer?

-What value do you bring to your customer?

-How do your clients receive value?

-Why just you?

-Value Proposition Statement

Shepper.

Our Client

Ben Prouty, CEO & Co-Founder of Shepper, had impressive experience building B2C businesses at Streetcar and Lovespace but no B2B sales experience to date. He hired a new Head of Sales & Marketing to solve the problem. Having recently graduated Founders Factory, hired a few sales representatives, secured £4.1 million from Aviva Ventures and won awards with Startups100, he soon realised he had a lot of plates to spin.

Ben approached Sales for Startups, as he wanted to go "from a scrappy sales operation to a process-driven machine." He wanted to identify what key industry verticals to focus on, grow a high-performing sales team and reduce lengthy sales cycles – of course, like any ambitious CEO, he wanted to start yesterday.

Our Solution

Through thorough consultation and analysis, we were able to reduce the 9 vague target industries to 3 including Property, Media and Retail and train the team on these target three value statements. We also helped re-structure the departments for more efficient sales processes and implemented an improved lead generation process.

On top of this, we installed a customer advocate programme to increase referrals and upsell rates, set up a managed recruitment campaign for SDR and AE roles, and created an improved commission scheme and targets for both current and incoming reps. All this resulted in the average deal value increasing by 123%, with company revenue doubling in just three months.

3 Months time-scale

Doubled company revenue

Increased deal value by 123%

Reduced the number of target verticals from 9 to 3

Assisted in signing key deals with L'Oreal, Hostmaker & Smartrenting

Marketing

Sales

Customer Success

Re-aligned the management structure for Marketing, Sales & Customer Success

"Sales for Startups have brought real clarity to our sales operations and given our sales team a lot of confidence already. The results speak for themselves. They clearly know what they're doing and it's invaluable for us to have a sales expert and leader in our team."

- Ben Prouty, CEO at Shepper

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sales for startups

02

People

How to hire?

1) Top 10 Mistakes

2) When to hire the first or next salesperson?

3) What type of person should you be hiring?

4) How do you select them?

Top 10 Mistakes

1. I need more sales, lets hire a salesperson"
2. "I reckon we'll hire a couple and see which one works out"
3. "If we hire a full-time VP of Sales, they'll work it out"
4. "He came from my network, so he must be good"
5. "The board said hire this guy, so I did without question
6. They were at IBM and Oracle, so they must be good
6. Once we hire them, I won't need to do any sales
7. They did well at a competitor, so they'll be right for us
8. They haven't done it before but they've got potential
9. They're mainly a later stage guy, so they've got the experience.

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What we've covered up till now

A quick refresher...

- Your Proposition
- Your People
- The frameworks associated with this

Quick Q & A

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03

Process

Process

1) Process Creation
2) Alligator selling
3) Be Buyer-Centric
4) Sales Methodology
5) The third pillar

How many can there be?

-Systematic lead generation
-Qualification Questions
-Deliberate Response Management
-Relevant referral systems
-Sales methodology engrained
-Appropriate Sales tools in place
-Systematic review of tools
-Measurement metrics agreed
-Systematic analysis in place
-Account review procedure
-Appropriate account growth plan
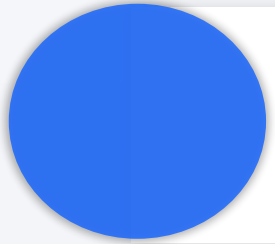-Upselling process documented

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Things to consider

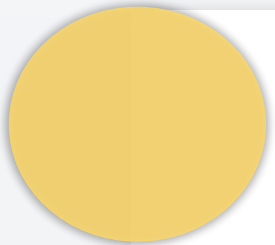What does success look like these areas?
What have you learnt from in the past and don't want to repeat?
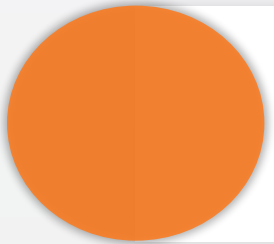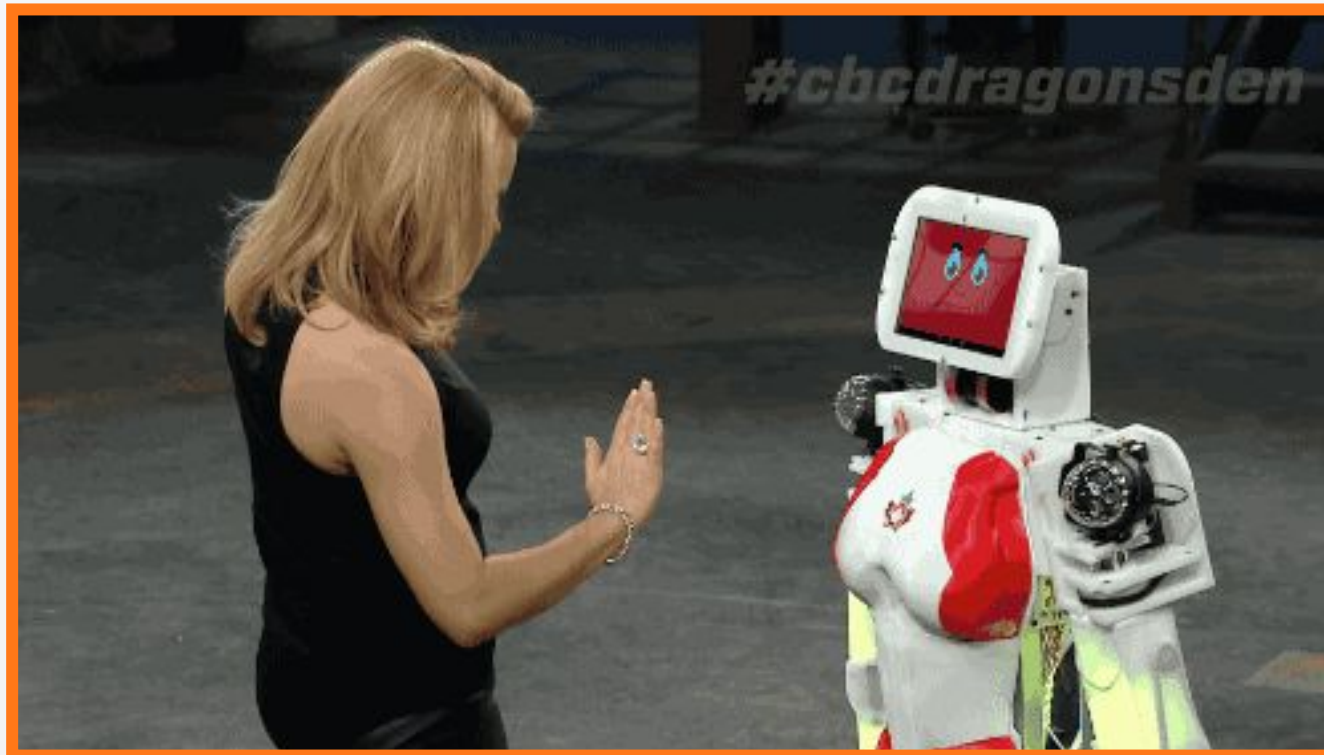What skills are you missing?

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What you have learned today

Proposition

People

Process

Congratulations!

Final Quick Q & A

Stay in touch!

How to build your revenue engine

with

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Book some time to talk here