

+ Startup Selling:
Booking Yourself Sold at
Industry Conferences



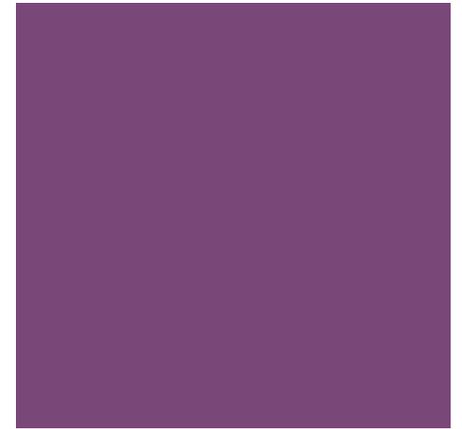


Scott Sambucci
Founder & Chief Sales Geek



SALESQUALIA

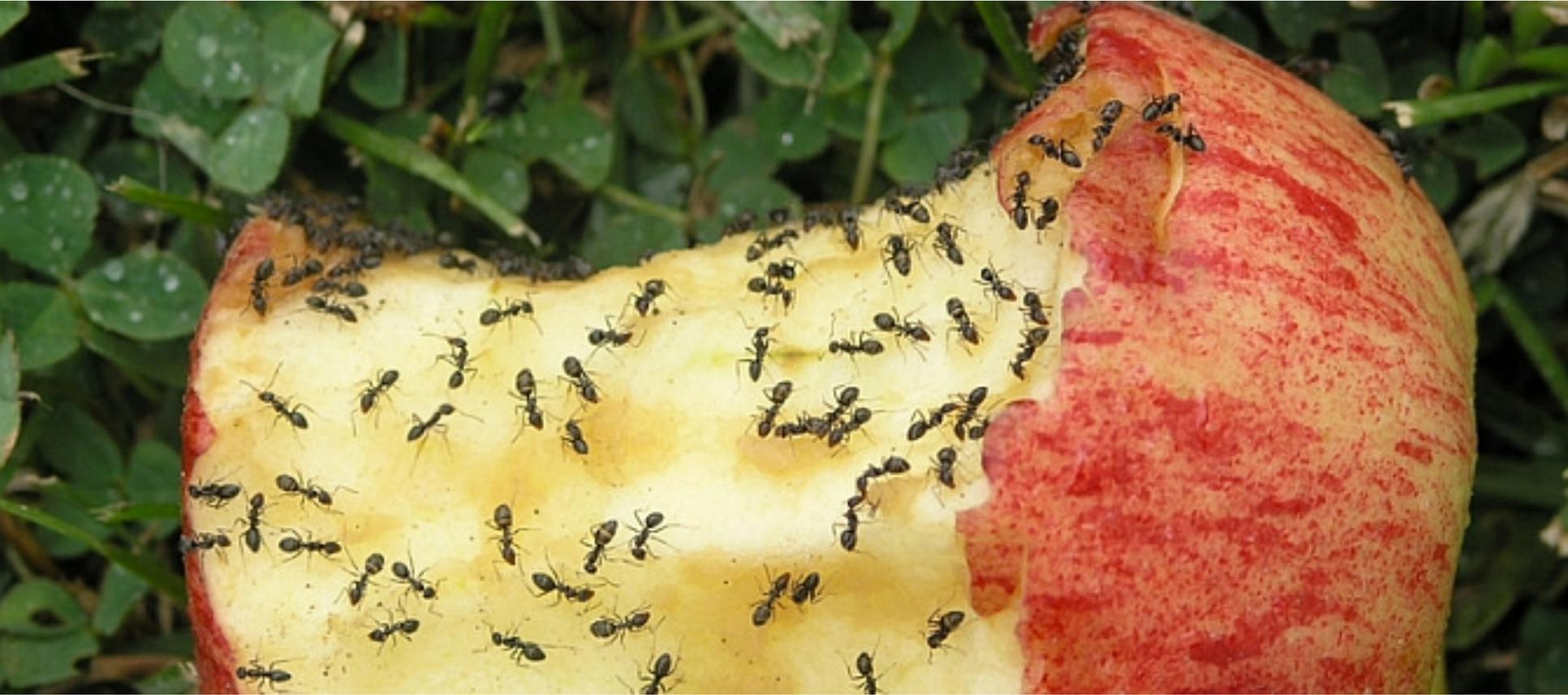
Find Customers, Grow Revenue &
Build Your Sales Process



+ Why is this important?



Prospects are everywhere



Opportunity cost



"Interesting" conversations



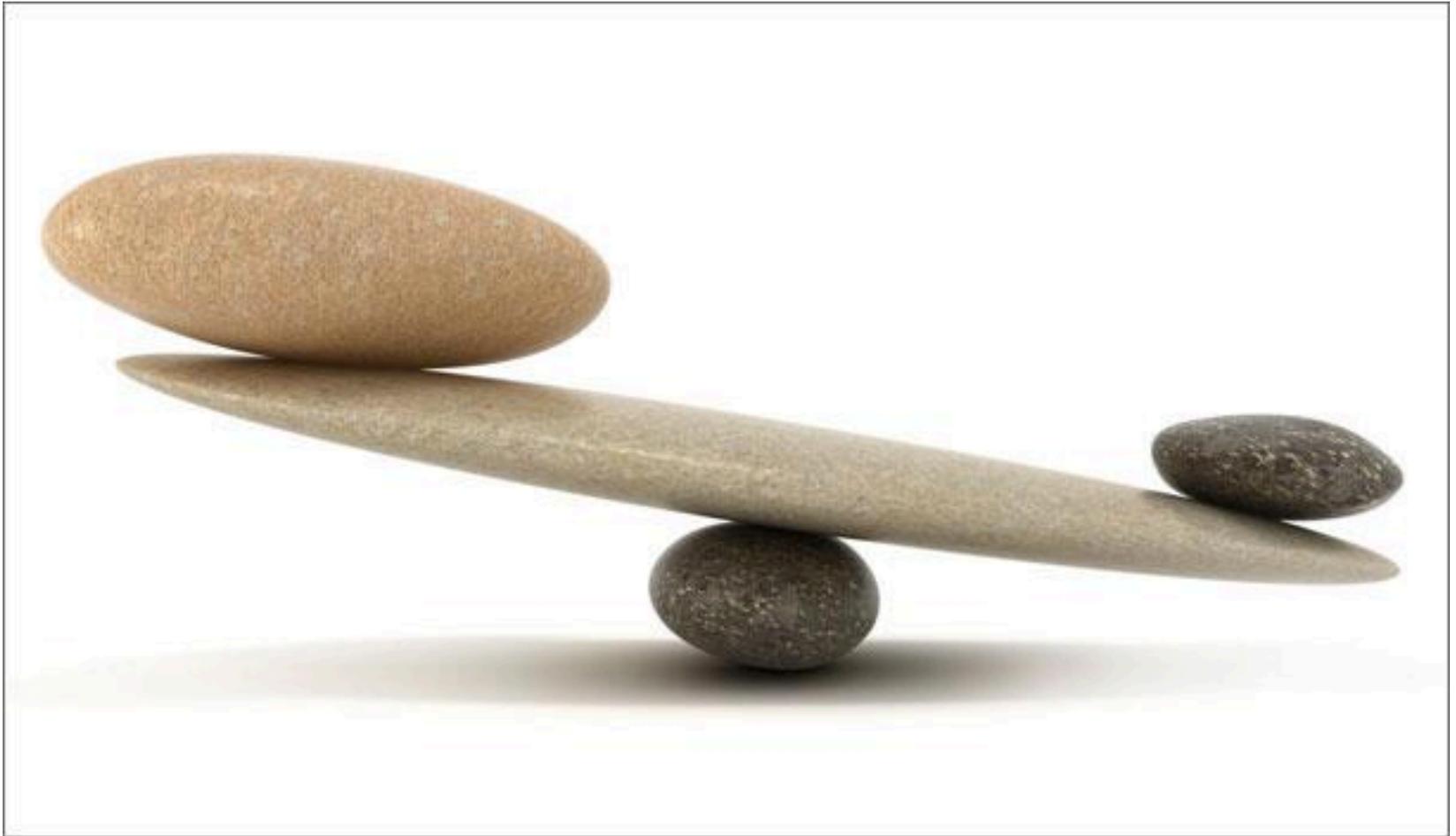
Missed opportunity...



Knock 'em down...



Leverage



A full schedule

Monday	Tuesday	Wednesday	Thursday	Friday
2 BUSY	3 BUSY <small>Election Day</small>	4 BUSY	5 BUSY	6 BUSY
9 BUSY	10 BUSY	11 BUSY <small>Veterans Day</small>	12 BUSY	13 BUSY
16 BUSY	17 BUSY	18 BUSY	19 BUSY	20 BUSY
23 BUSY	24 BUSY	25 BUSY	26 BUSY <small>Thanksgiving Day</small>	27 BUSY <small>1. The Alpha Begins at Sundown</small>
30 BUSY	How Far Is It to Grandma's House?			 OCTOBER 2009 S M T W T F S 1 2 3



A system



5 Key Principles



1. Two months runway



2. Add value

$$1 + 1 = 3$$



3. Think "advance"



4. Sell the meeting

It's a Match!

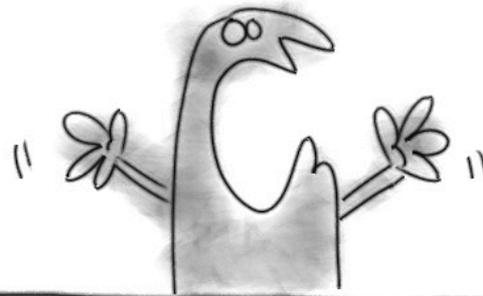
You and Allison have liked each other.



5. Assign \$/kt/NOK values



Now What?!!



+ Now what?



1. Make a conference List





2016

Health 2.0 

10th Annual Fall Conference

Santa Clara, CA | September 25 - 28

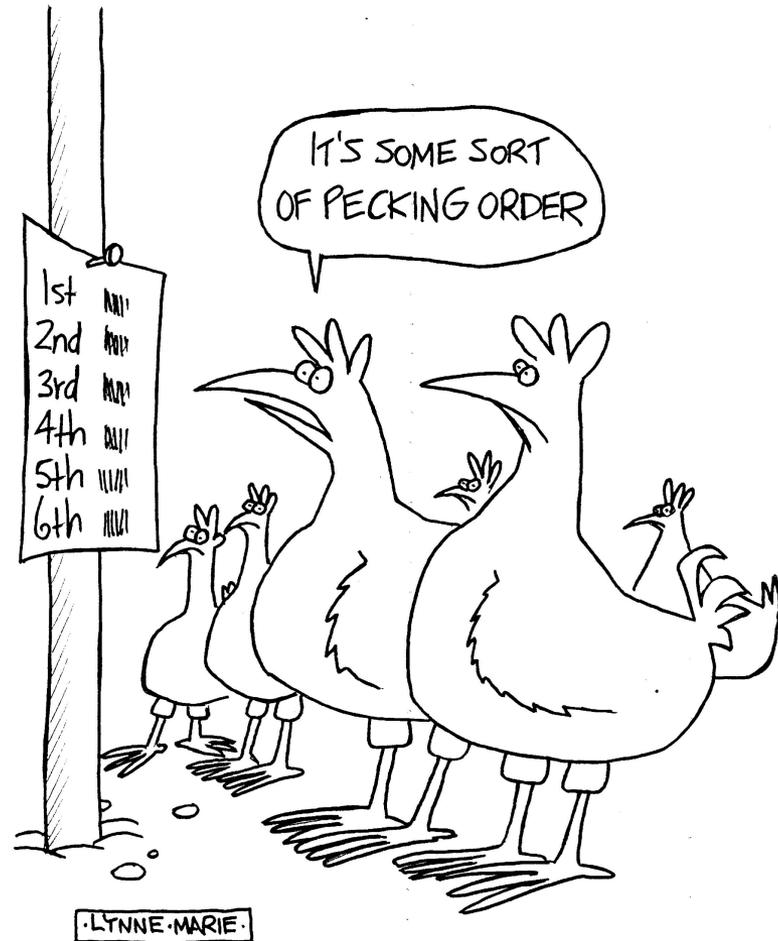
<http://www.health2con.com/events/conferences/health-2-0-10th-annual-fall-conference-2-2/>



2. Build the attendee/ speaker list



3. Rank your target prospects





Product Intelligence and Experience Summit - San Francisco

A - B - C	First name	Last name	Title	Company Name	LinkedIn URL
A	Kristin	Werdell	Manager, Commercial Innovation and Capabilities	Abbvie	https://www.linkedin.com/in/kristinwerdell
			Senior Manager Emerging Analytics	Abbvie	
A	Naveen	Mani	Senior Manager, Business Analytics Solutions	Abbvie	https://www.linkedin.com/in/naveenmani
			Director, Global Business Analytics Solutions	Abbvie	
			Product Manager	AGCO	
C	<i>Nadeem</i>	<i>Firasta</i>	<i>Managing Partner</i>	<i>Amalfi Consulting, LLC</i>	https://www.linkedin.com/in/nadeemfirasta
	Bill	Rus	Analytics Team Lead	Apollo Education	https://www.linkedin.com/in/billrus
B	Amanda	Linden	Head of Design	Asana	https://www.linkedin.com/in/amanda-linden-99326
			Business Process Lead	Atmos Energy	
			Business Process Lead	Atmos Energy	
B	Arik	Johnson	Chairman	Aurora WDC	https://www.linkedin.com/in/arikjohnson
B	Craig	Fleisher	Chief Learning Officer	Aurora WDC	https://www.linkedin.com/in/drcraigfleisher
B	Neill	Waters	Vice President, Marketing & Business Development	Automotive Finance Corporation	https://www.linkedin.com/in/neill-waters-71a9923
			Program Manager	Bio-Rad Laboratories	
B			Insights Research Analyst	Bio-Rad Laboratories	
A	Monika	Crouet	Supervisor Ancillary Services	Blue Cross of Idaho	https://www.linkedin.com/in/monika-crouet-03b5519
A			Market Research Analyst - Sr	Blue Cross of Idaho	
	Ben	Gilbert	Founder	BlueSpace	https://www.linkedin.com/in/ben-gilbert-85865519
A			Manager, Product Development	Brother International Corporation	



(ProTip: Use a virtual assistant to save time...)

upwork™

freelancer



<http://www.salesqualia.com/member-page-kicking-off-job-virtual-assistant/>

4. Find them on
LinkedIn

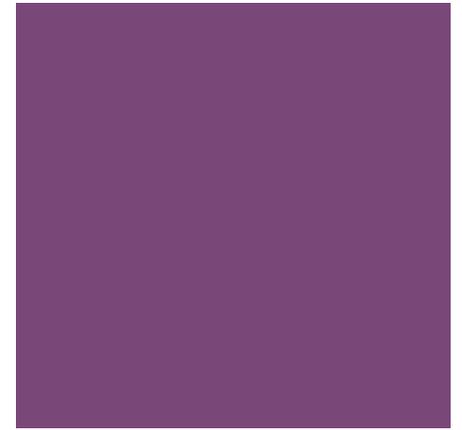
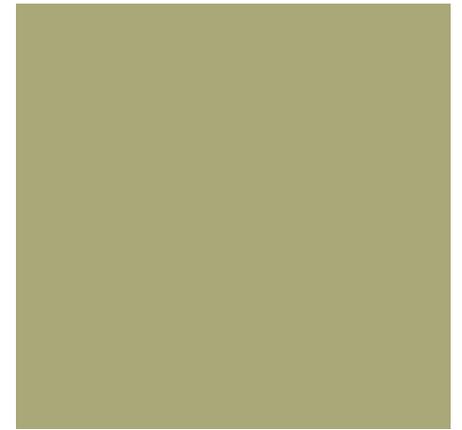
LinkedIn





5. Send
eleven (11)
meeting
requests
TODAY!





+ Tools & Resources



Worksheets & Checklists



Linked





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Google
Sheets





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