

Training Tuesdays

+

Startup Selling Tuesday Training:
Building Your Sales Team



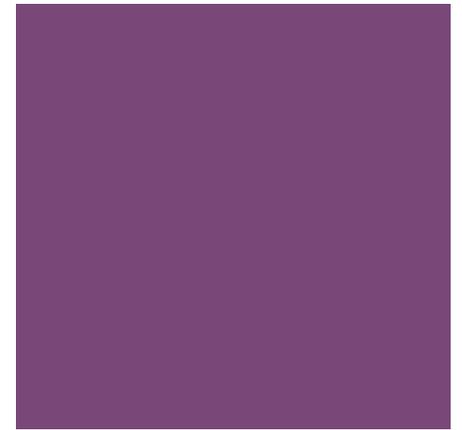
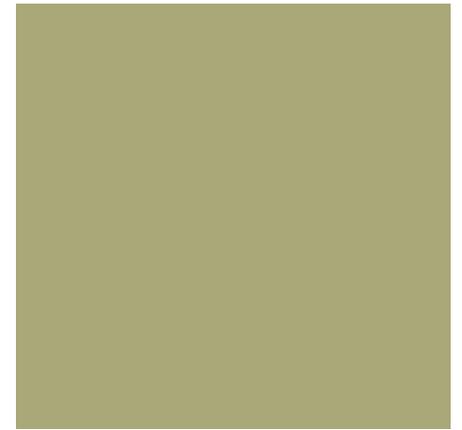


Topics we'll cover over two months...

- Identifying when to outsource & hire sales help
- Sourcing & recruiting talent
- Managing a virtual team
- Interviewing & screening candidates
- Developing compensation plans
- Plus more!

TODAY:
Identifying when to
outsource & hire sales help





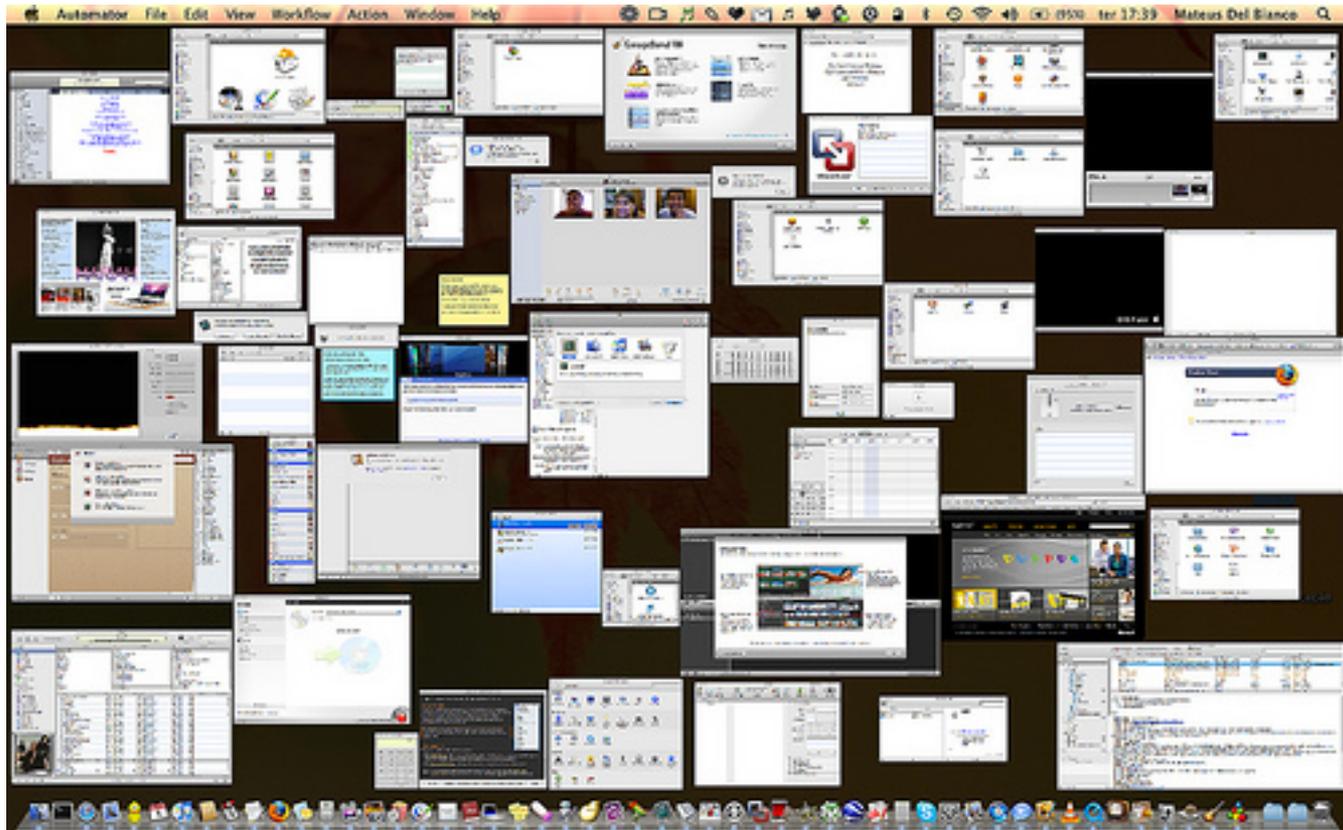
+ Why is this important?



You're doing everything



Tasks vs Strategy



"If I just had a sales team..."



Opportunities costs



The One-[wo]man gang
forever



Know the RIGHT time



Information & Metrics



Proof



Be the leader



5 Key Principles



1. Later > sooner



2. Know your Sales KPIs

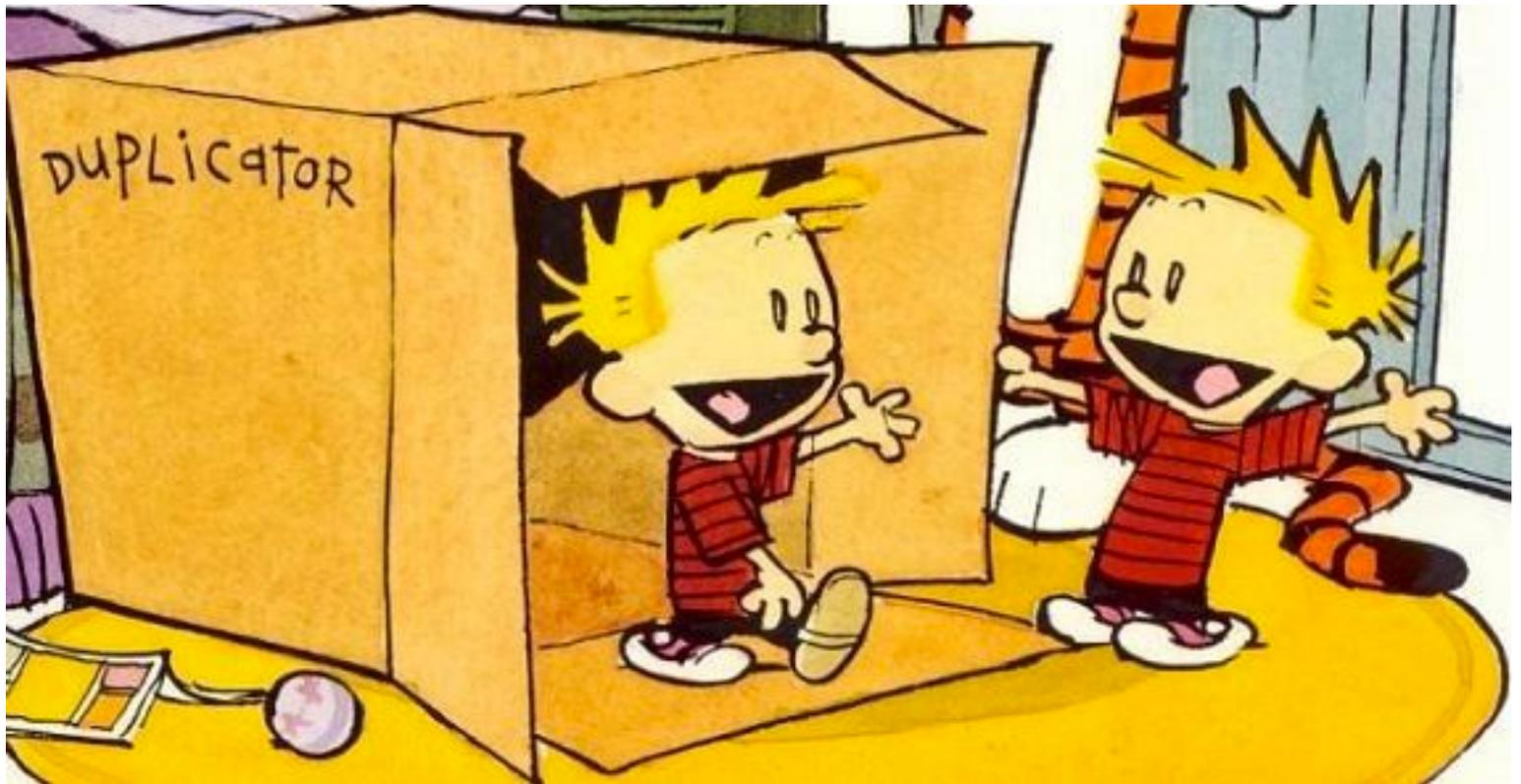
SaaS Metrics Dashboard

A simple KPI sheet for early-stage SaaS startups with a low-touch sales model.

	Jan-13	Feb-13	Mar-13	Apr-13	May-13
VISITORS & SIGNUPS					
Visitors 1)	2,456	2,687	2,986	2,897	3,012
<i>m/m growth visitors</i>		9.41%	11.13%	-2.98%	3.97%
Signups beginning of the month 2)	245	388	566	752	919
New signups					
Organic	61	122	97	75	121
Paid	82	56	89	92	78
Total new signups	143	178	186	167	199
<i>m/m growth new signups</i>		24.48%	4.49%	-10.22%	19.16%
Visitor-to-Signup Conversion Rate	5.82%	6.62%	6.23%	5.76%	6.61%
Signups end of month	388	566	752	919	1,118
PAYING CUSTOMERS 3)					
Customers beginning of the month	35	54	74	95	119
New customers	20	22	24	26	23
Conversion rate 4)		15.38%	13.48%	13.98%	13.77%
Lost customers	-1	-2	-3	-2	-3
Churn rate	2.86%	3.70%	4.05%	2.11%	2.52%
Net new customers	19	20	21	24	20
Customers end of month	54	74	95	119	139
<i>m/m growth customers</i>		37.04%	28.38%	25.26%	16.81%
MRR					
MRR beginning of the month	\$3,000	\$5,127	\$7,499	\$9,905	\$13,067
New MRR					
New MRR from new customers	\$1,980	\$2,209	\$2,450	\$2,889	\$2,560

<https://davidcummings.org/2013/04/12/killer-saas-kpis-spreadsheet-dashboard/>

3. Repeatable & Explainable Sales Process



Single
Origin
Bar

EXIT

Red Rock

• caffeine • culture • community



MAPLE
latte
\$5





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Killer Websites Start with Altos Charts

A truly informative website answers three questions every visitor has: “How’s The Market? What’s For Sale? How Much Is It Worth?” Customizable Altos Charts update automatically each week to keep your website, blog, Facebook or other social networks engaged and informed on: For an added “WOW”, add Charts to listing or buyer presentations [Build One](#) or [See them in action](#)



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These blow people away. Your personally-branded Market Reports are packed full of local real estate market data that can’t be found anywhere else. Available in one page summary, or in depth 10 page reports, these reports are powerful for listing presentations and open houses, and brand you as The Market Expert. [Get One](#)

Get A Report **Now**

*Indicates required field

First Name*

Last Name*

Email*

Phone Number

Company / Organization

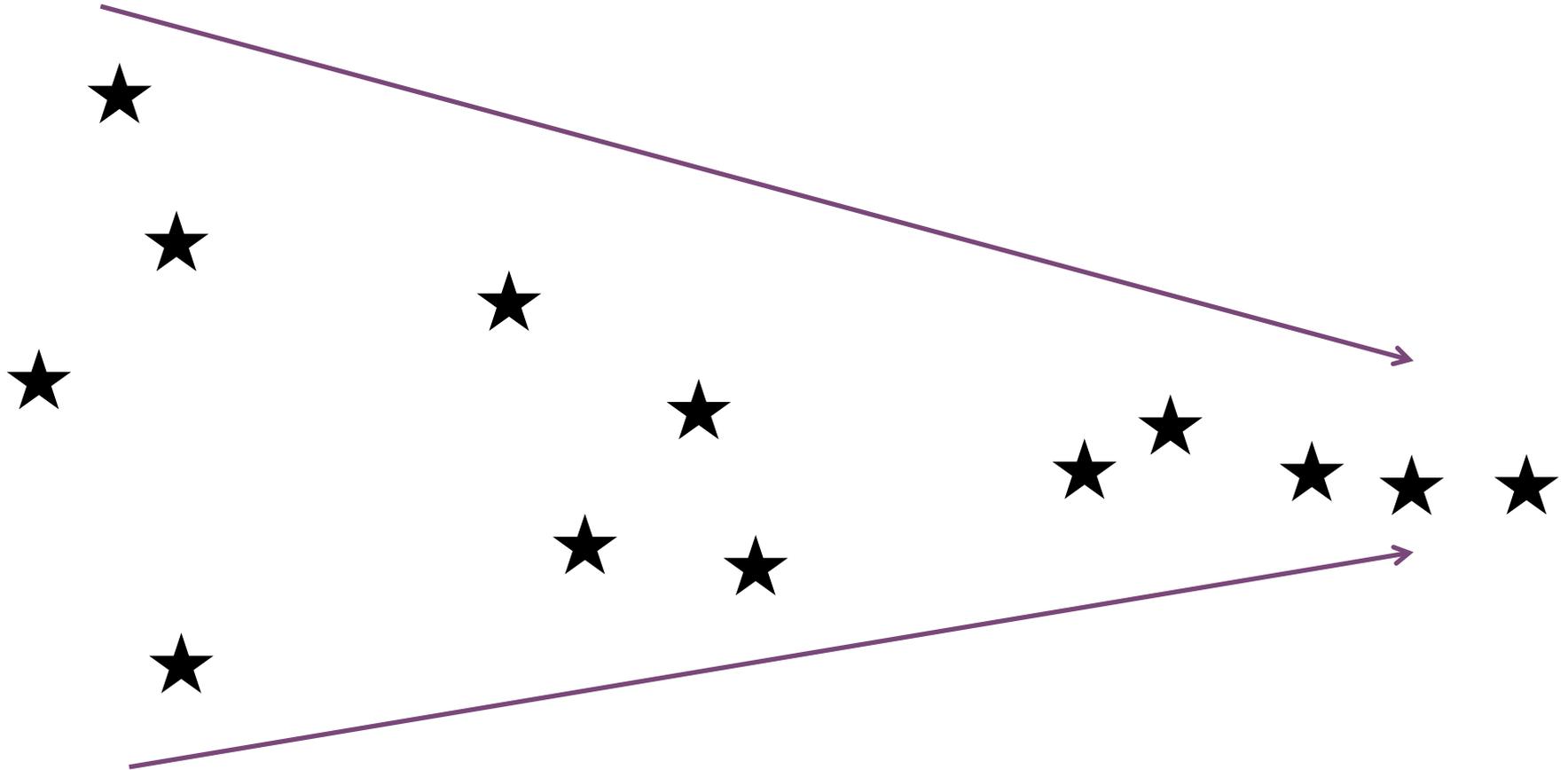
How did you find us?

Account Type*

Login Name:*

Password*

4. [Paid] Customer Trends





FIRST REPUBLIC
It's a privilege to serve you®

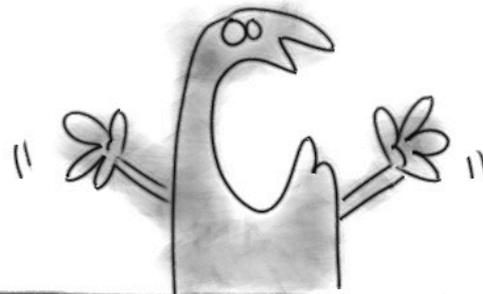


2+ years

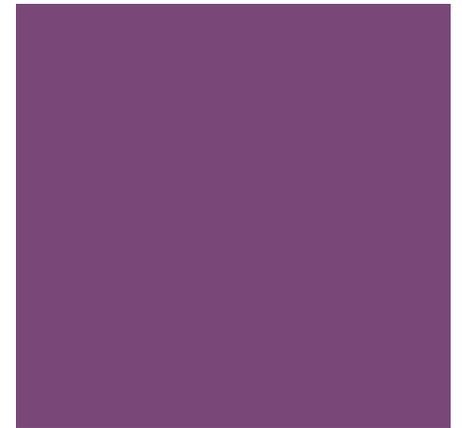
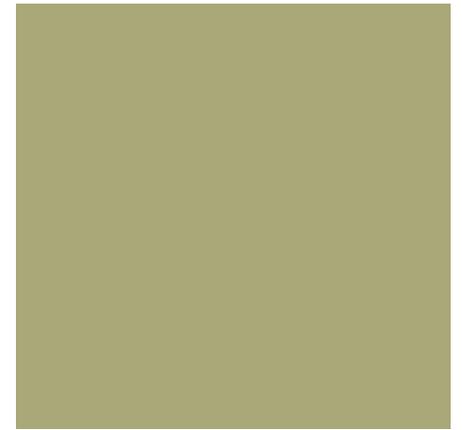
5. Systems & Technology

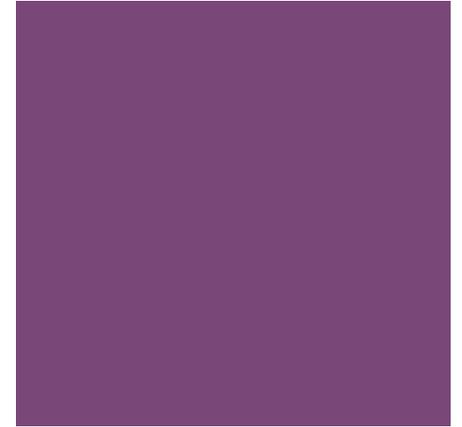


Now What?!!



+ Now what?





+ Homework Assignment





1. What are your Sales KPIs?

- # of touches = responses
- Conversation-to-demo conversions
- Demo to Pilot conversions
- Paid Pilot Revenues
- etc...

Track backwards 3-6 months

Opportunities **New** Go to Number 1 to 20 of 33

All > Stage NOT IN (Closed Won, Closed Lost)

	Number	Account	Stage	Probability	Total value
<input type="checkbox"/> ☆ To: Jonathon, 506536					
<input type="checkbox"/> ☆ To: MY, 506536, Olena, Mia (11) Fwd: M	QP0000101	American Music Teacher	Discovery		\$7,575.00
<input type="checkbox"/> ☆ To: Steve, 506536 (2)	QP0000102	Howard Johnson	Discovery		\$4,200.00
<input type="checkbox"/> ☆ To: israel.carr., ...	QP0000103	Kim Peacock Beringhause	Qualification	30 %	\$5,625.00
<input type="checkbox"/> ☆ To: israel.carr., ... (3)	QP0000104	Printing Factory Inc	Negotiate	60 %	\$6,575.00
<input type="checkbox"/> ☆ To: Glenn, 506536 (12)	QP0000108	Nutra Source	Negotiate	70 %	\$7,325.00
<input type="checkbox"/> ☆ To: MY, 506536 (4)	QP0000109	Accurate Color Inc	Qualification	30 %	\$7,875.00
<input type="checkbox"/> ☆ To: Patrick, 506536	QP0000111	Helm, Norman Q	Discovery		\$1,125.00
<input type="checkbox"/> ☆ To: patrick, 506536 (3)	QP0000113	Allegro Copy & Print	Negotiate	60 %	\$11,250.00
<input type="checkbox"/> ☆ To: Colette, 506536	QP0000114	Woodward, John C Esq	Discovery		\$3,750.00

8am PST

9am 8:30 - 10 Strategy w/ Megan

10am 10 - 11 Team Meetin

11am 11 - 12 Conference prep

12pm 12p - 1p Team lunch

1pm

2pm 2p - 3p Weekly planning

3pm

4pm 4p - 6p busy

5pm 5p - 6p Dance class

6pm

7:30 - 9 Pilates

9 - 10 Customer call

10 - 11 Team Meetin

11:30 - 1 Lunch w Andrew Isabella

11:30 - 11:30 Lunch with Andrew & Isabella

12p - 1p Lunch with M

2p - 5p Smith Group

3:30p - 4:30p Online meeting

8 - 9 Client m

8 - 9 Run with

8:30 - 9:30 Meet with Ma

9 - 10:30 Prep for Smt meeting

9:30 - 11 Client call

9:30 - 11 Meet with Andrew

9:30 - 11 Online seminar

10:30 - 11:30 Kyle perform

10:30 - 11:30 Kyle performance

11:30 - 1p Gym

12:30p - 1:30p Lunch with Peter

1:30p - 2:30p Prep for present

2p - 5p Drs appoint ment

2:30p Plan g mee

2:30p Plan g mee

2:30p Plan g mee

2:30p Plan g mee

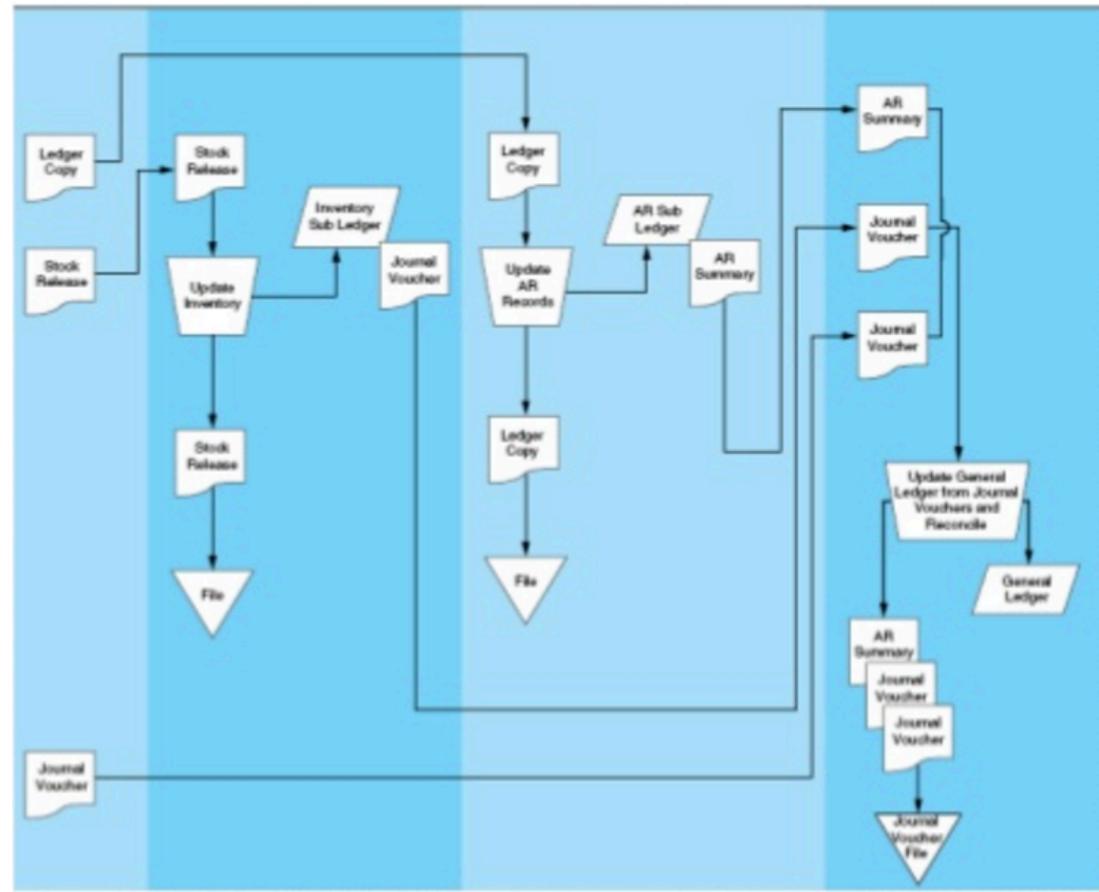
2:30p Plan g mee

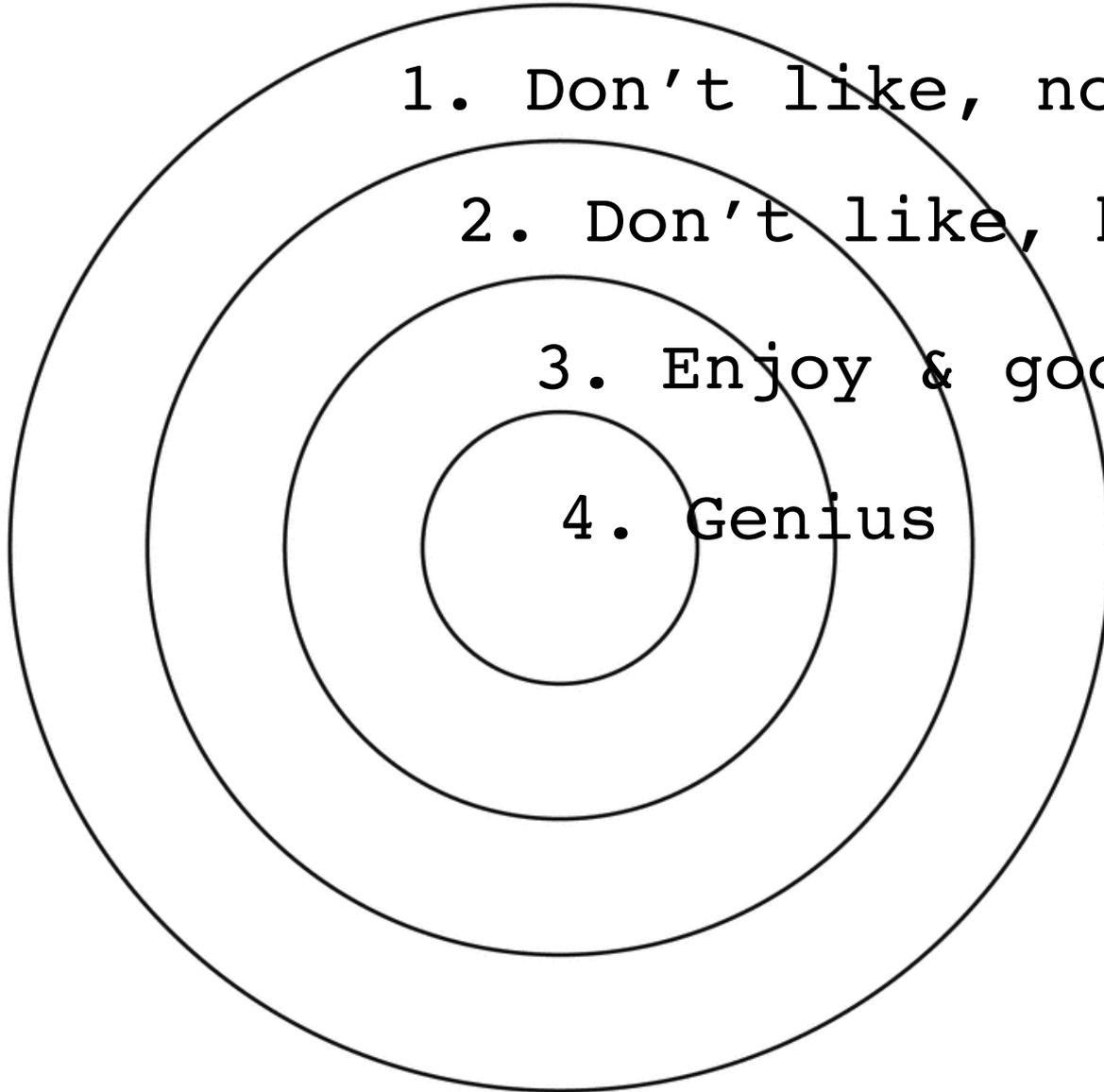


2. Look for [Paid] Customer Trends



3. Build a sales opportunity flow chart



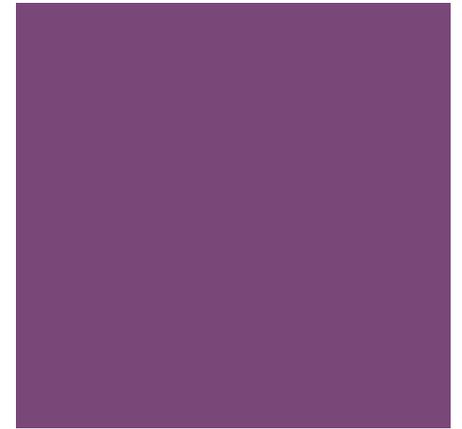
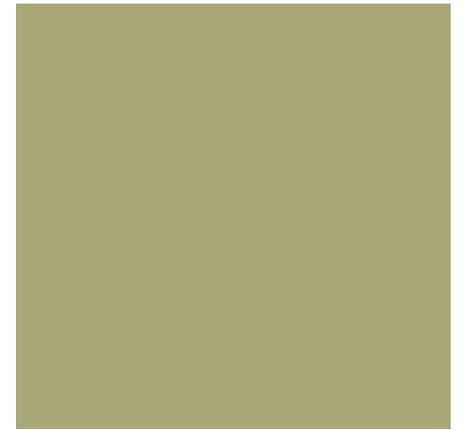


1. Don't like, not good at

2. Don't like, but competent

3. Enjoy & good at

4. Genius

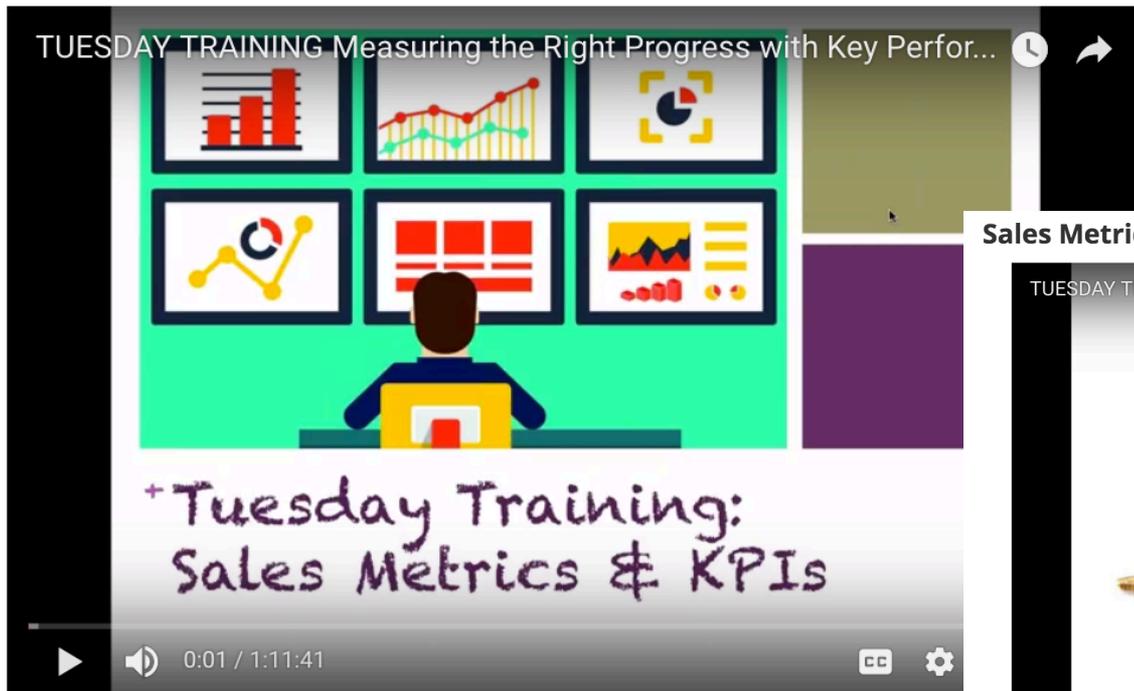


+ Tools & Resources



1. Member Site: Tuesday Training Sales Metrics & KPIs

Sales Metrics & KPIs – Part 1 of 2



Sales Metrics & KPIs – Part 2 of 2



www.salesqualia.com/member-page-key-metrics-milestones/

2. Sales Metrics Spreadsheet

[David Cummings]

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https://docs.google.com/spreadsheets/d/18zxx7qzhoPzNf0ZB_PKhfUr4IiljY-EVt4I7-p0Bi3c/edit

3. Mind Mapping software



