Training Tuesdays

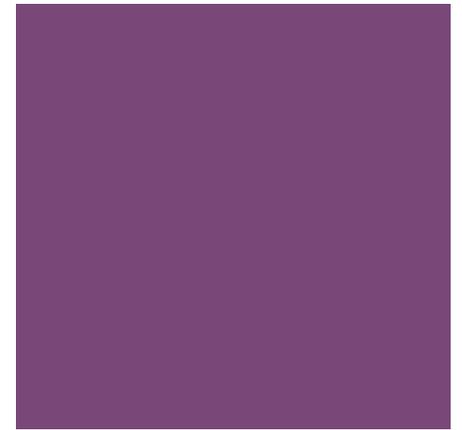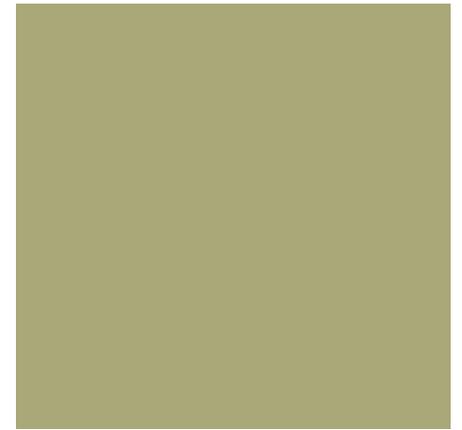## Startup Selling Tuesday Training: Building Your Sales Team

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:
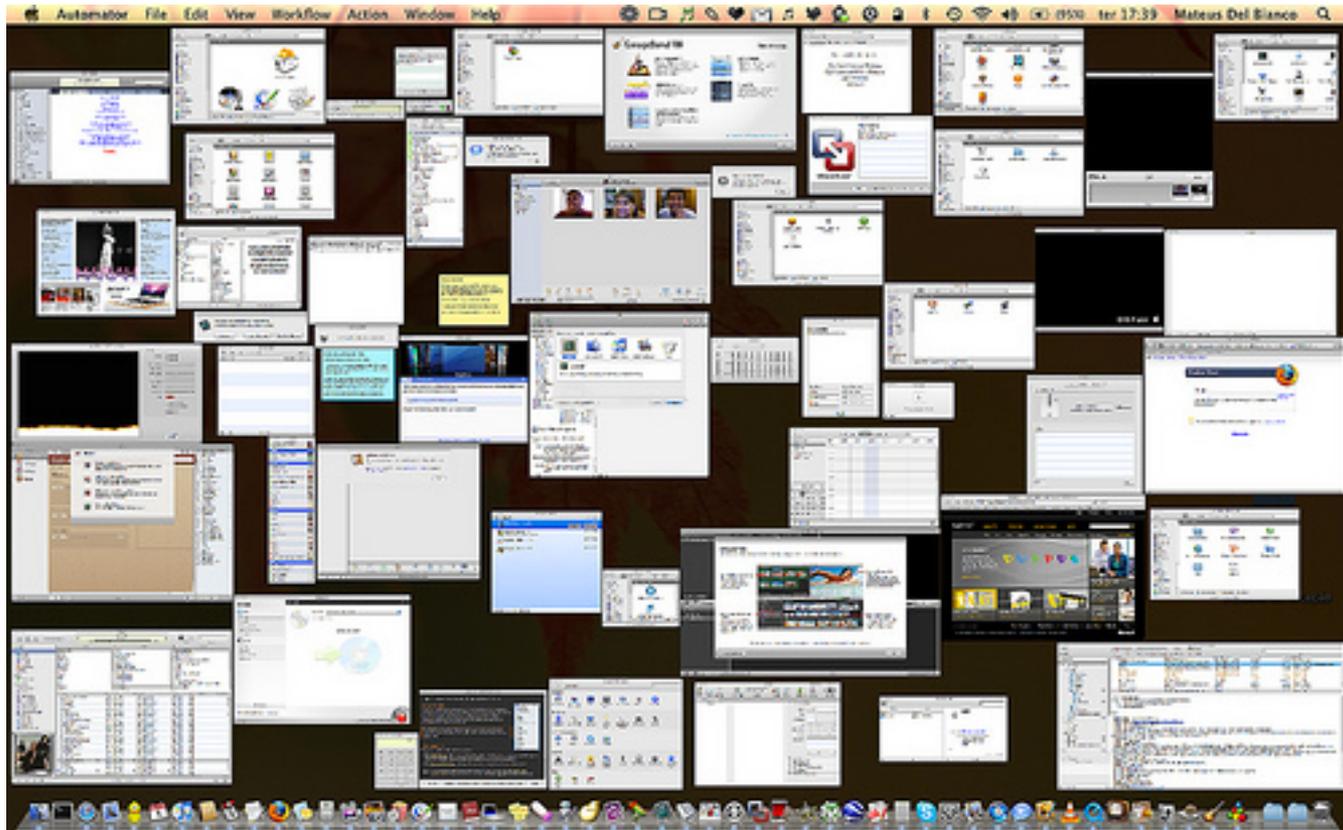## Identifying when to outsource & hire sales help

⁺ Why is this important?

You're doing everything

Tasks vs Strategy

"If I just had a sales team…"

Opportunity costs

The One-[wo]man gang forever

Know the RIGHT time

Information & Metrics

Proof

Be the leader

5 Key Principles

1. Later > sooner
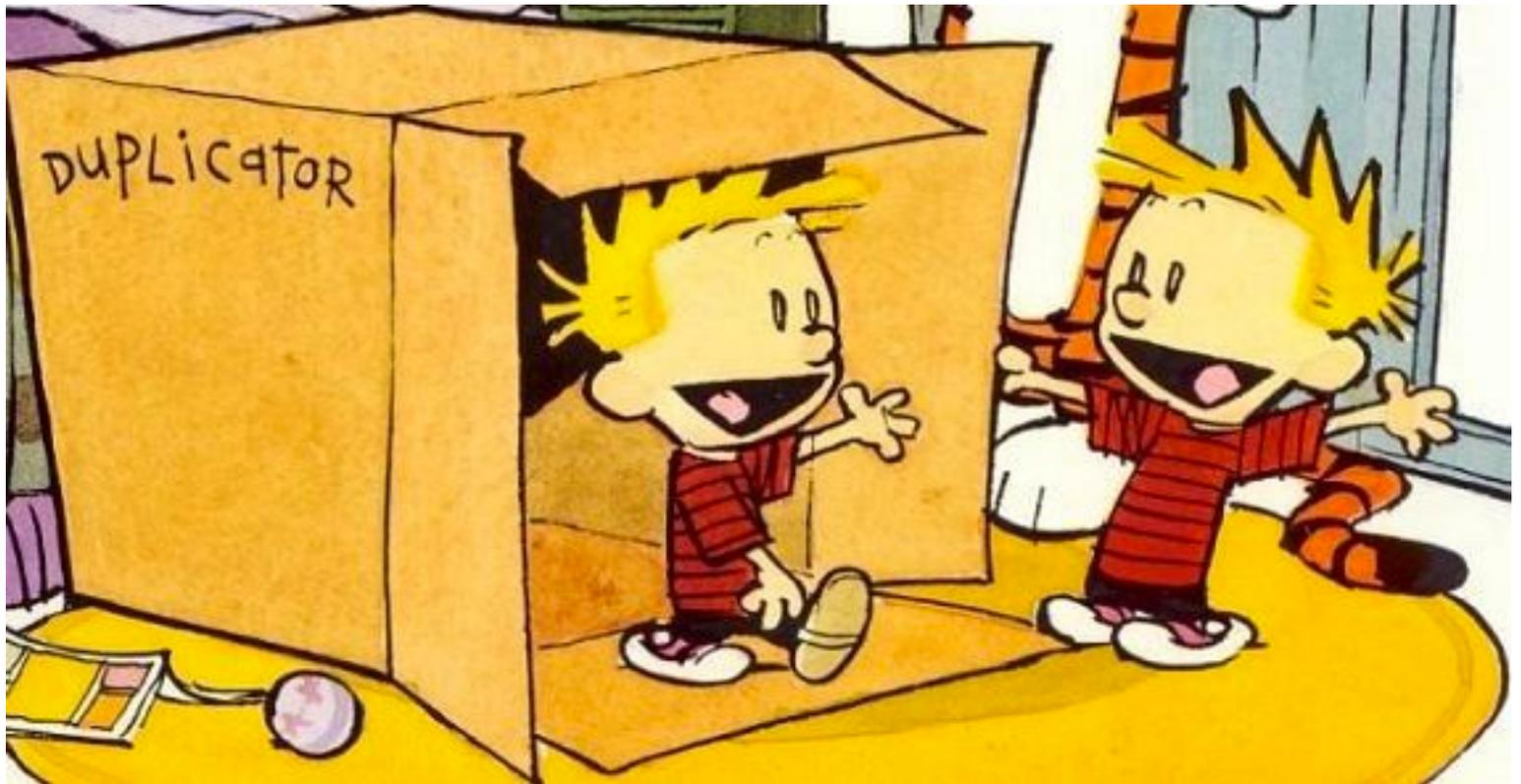
2. Know your Sales KPIs

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
m/m growth visitors		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**
m/m growth new signups		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
m/m growth customers		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/

v

3. Repeatable & Explainable Sales Process

Single
Origin
Bar

EXIT

Red Rock
• caffeine • culture • community

MAPLE
latte
$5

ALTOS
RESEARCH

The Altos System makes you remarkable by automatically delivering the data and statistics your clients need from you.

Show More

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

Show More

Put Data to Work with Altos Reports

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

4. [Paid] Customer Trends
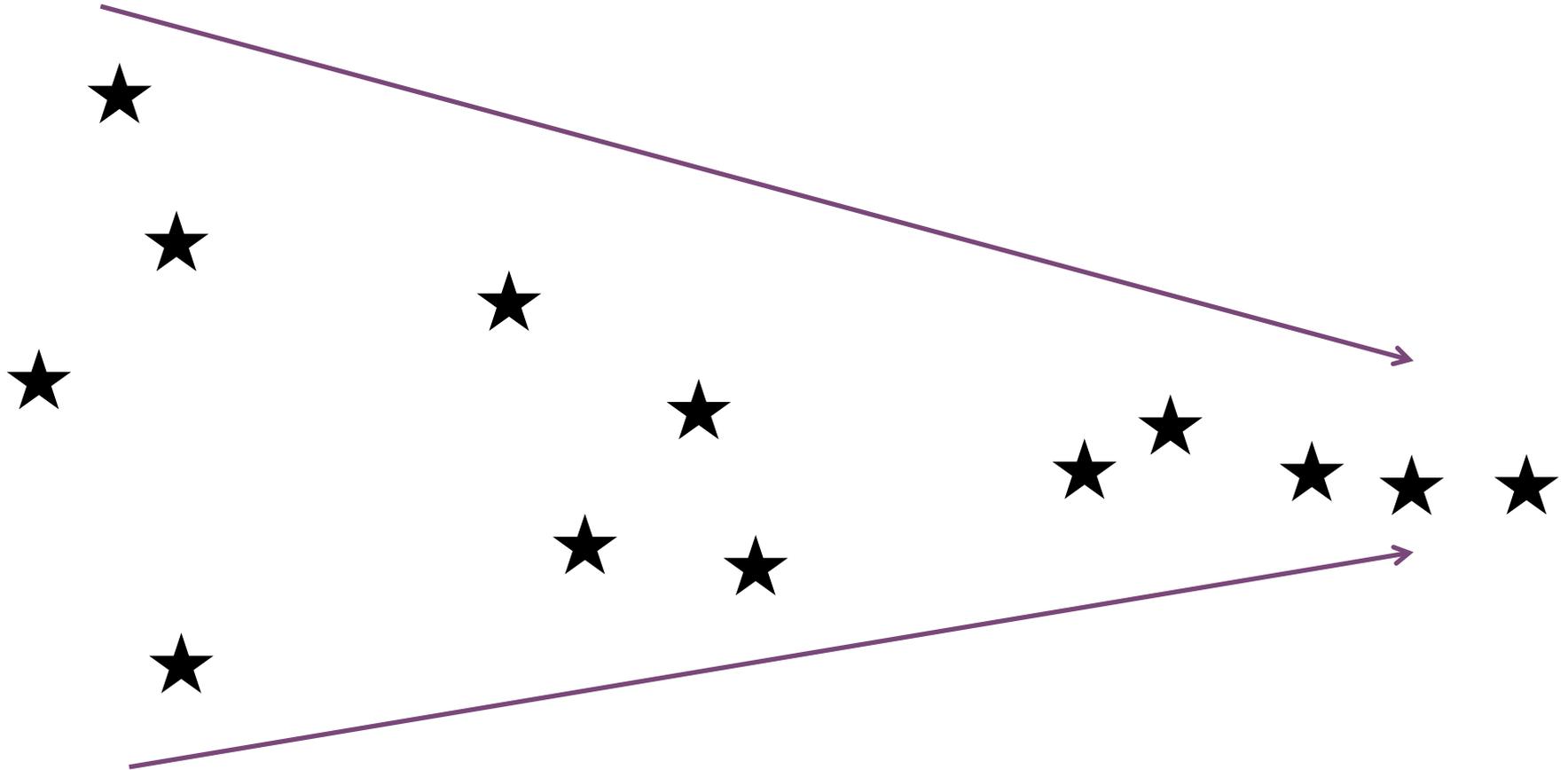
2+ years

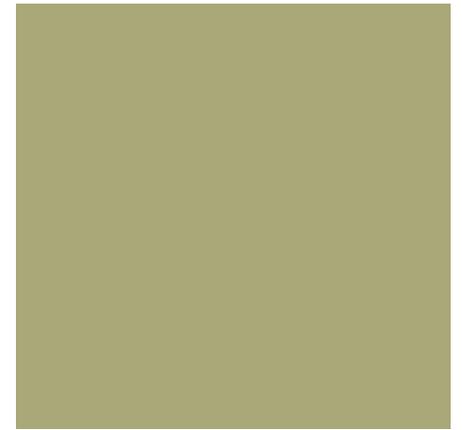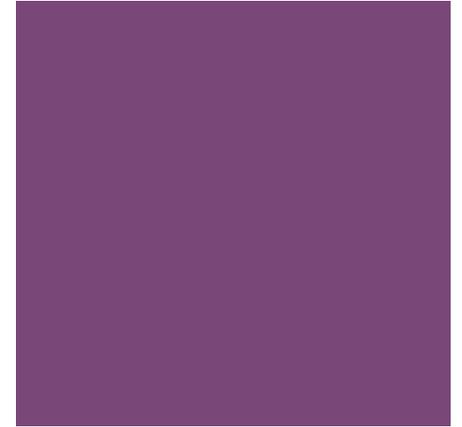# 5. Systems & Technology
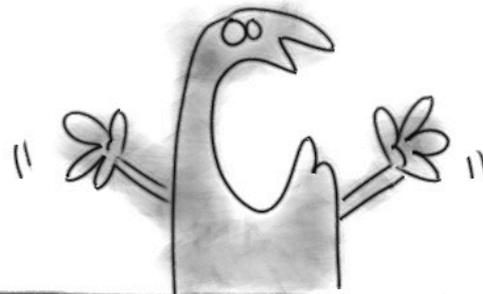
+Now what?
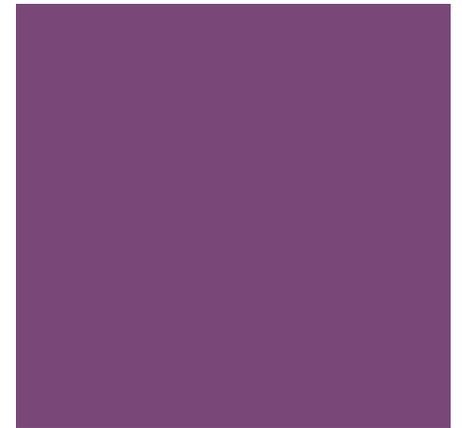
+Homework Assignment

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
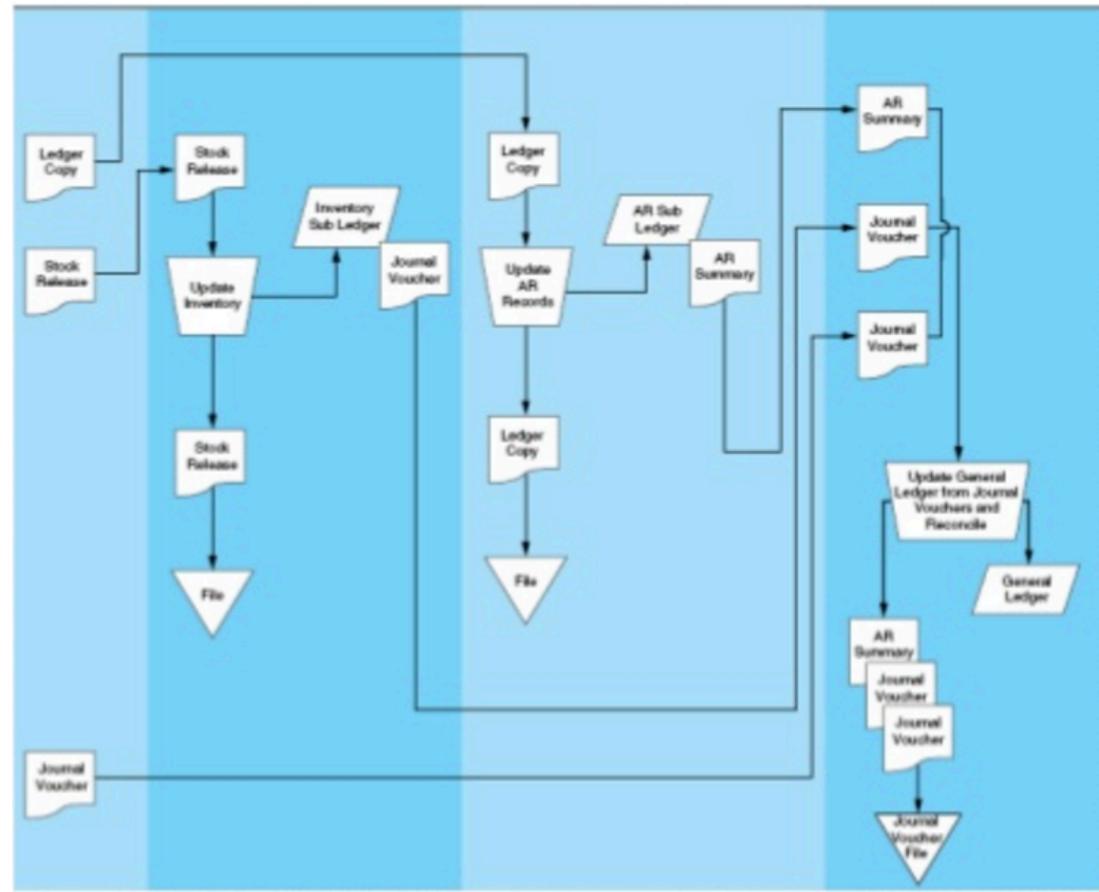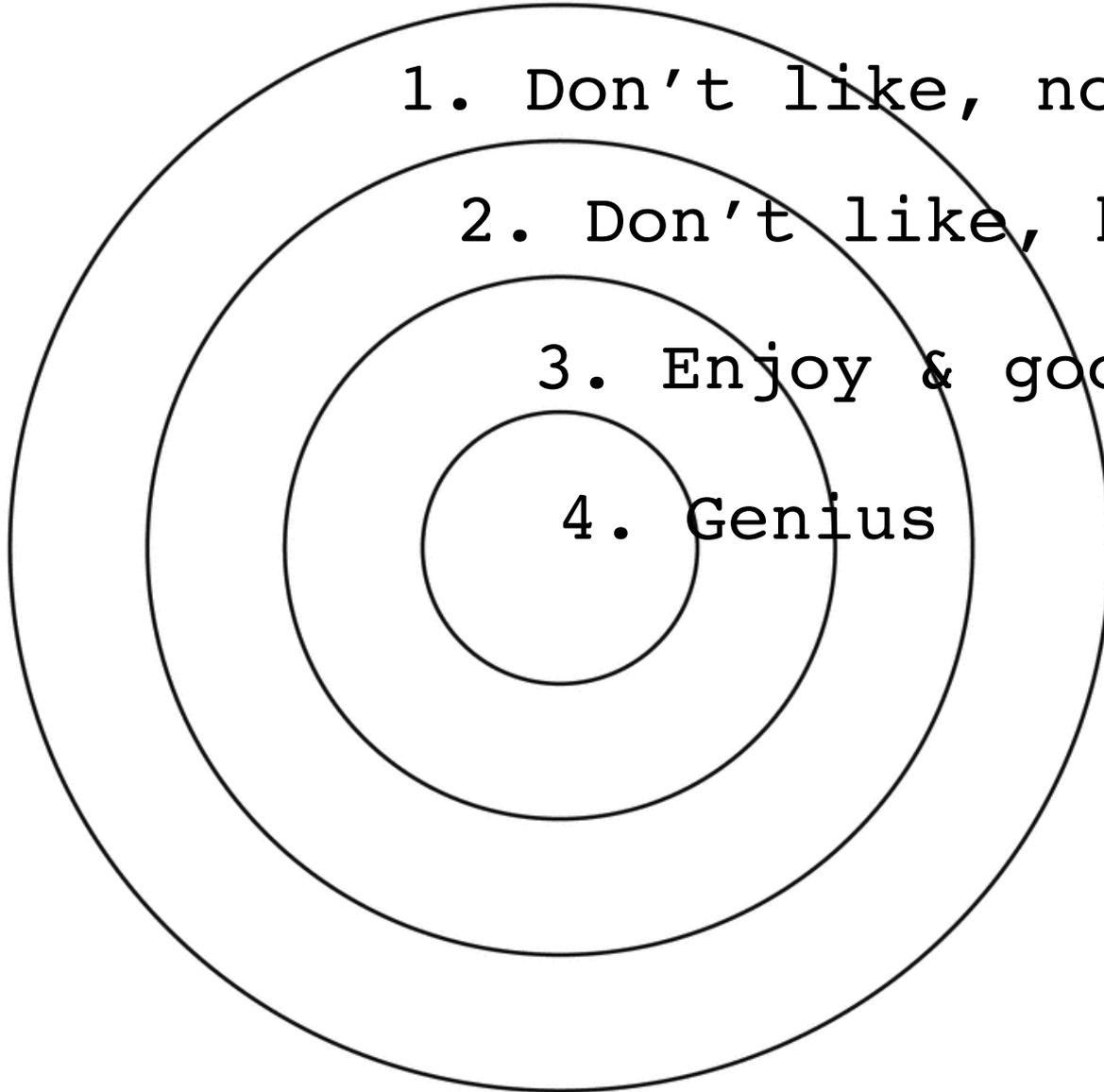
2. Look for [Paid] Customer Trends

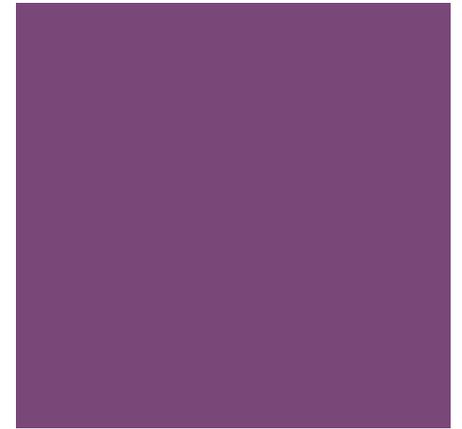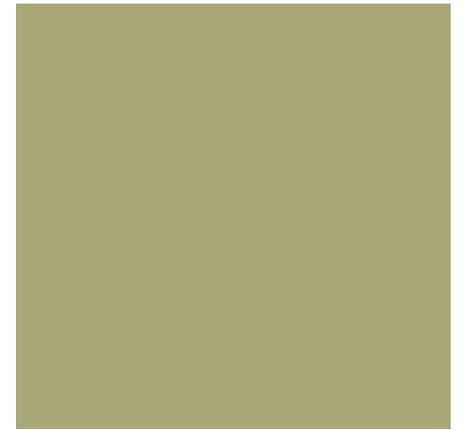# 3. Build a sales opportunity flow chart

1. Don't like, not good at

2. Don't like, but competent

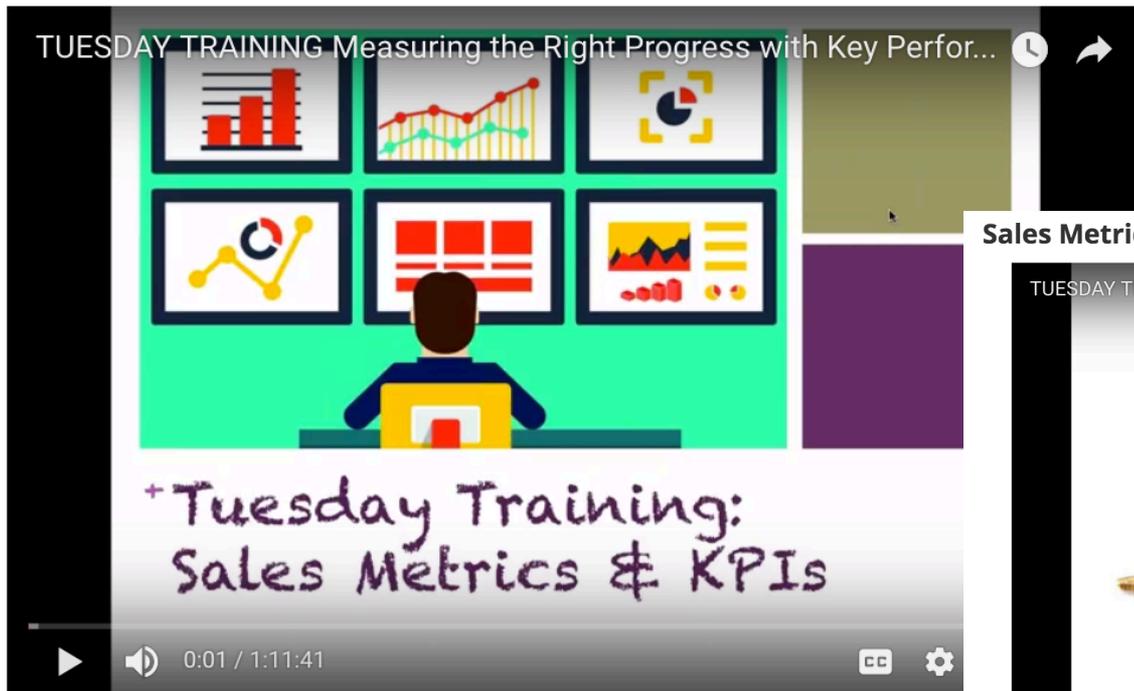3. Enjoy & good at

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]

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
m/m growth visitors		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**
m/m growth new signups		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%**

https://docs.google.com/spreadsheets/d/ 1 8zxx7qzhoPzNf0ZB_PKhfUr4lIljY-EVt4I7-p0Bi3c/edit

3. Mind Mapping software