

Carnegie
Mellon
University

Foundations
of
Sales
Development

Agenda



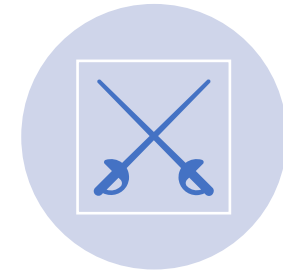
WHAT YOU
WANT



GOALS



STRATEGY



TACTICS



There is nothing new under the sun but there are
lots of old things we don't know.

(Ambrose Bierce)

izquotes.com

Let's avoid



What do you want to accomplish?

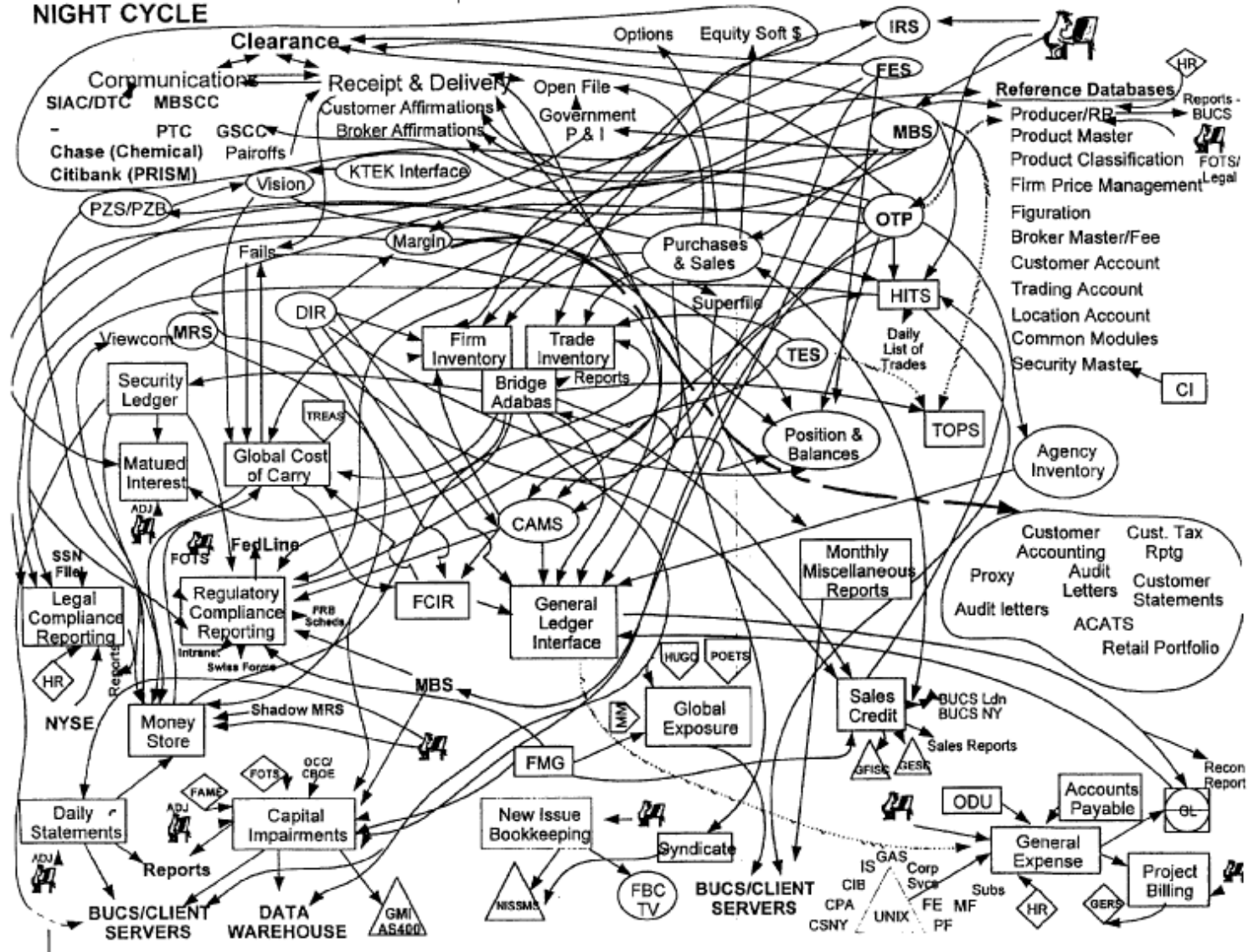
**"A goal is a
DREAM with a
DEADLINE."**

—Napoleon Hill

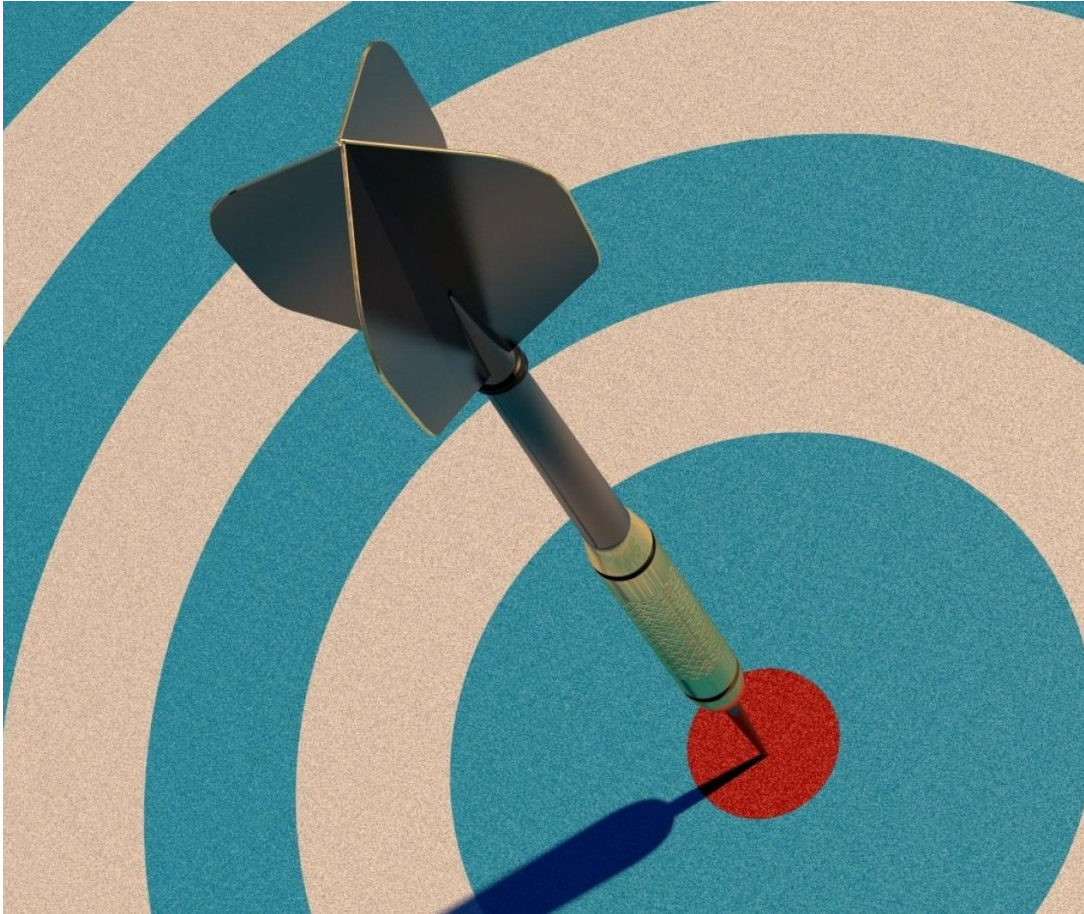




NIGHT CYCLE



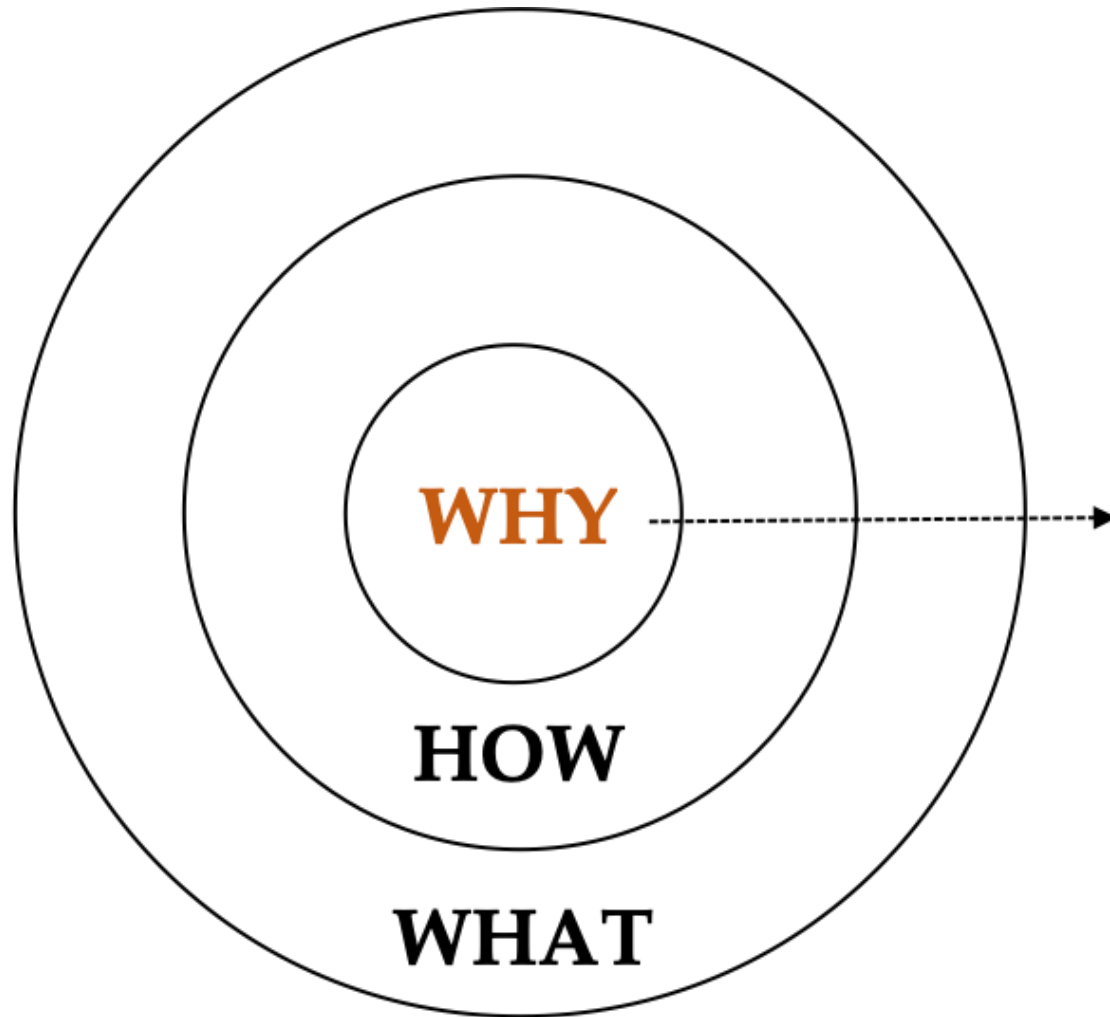
Goal & Destination



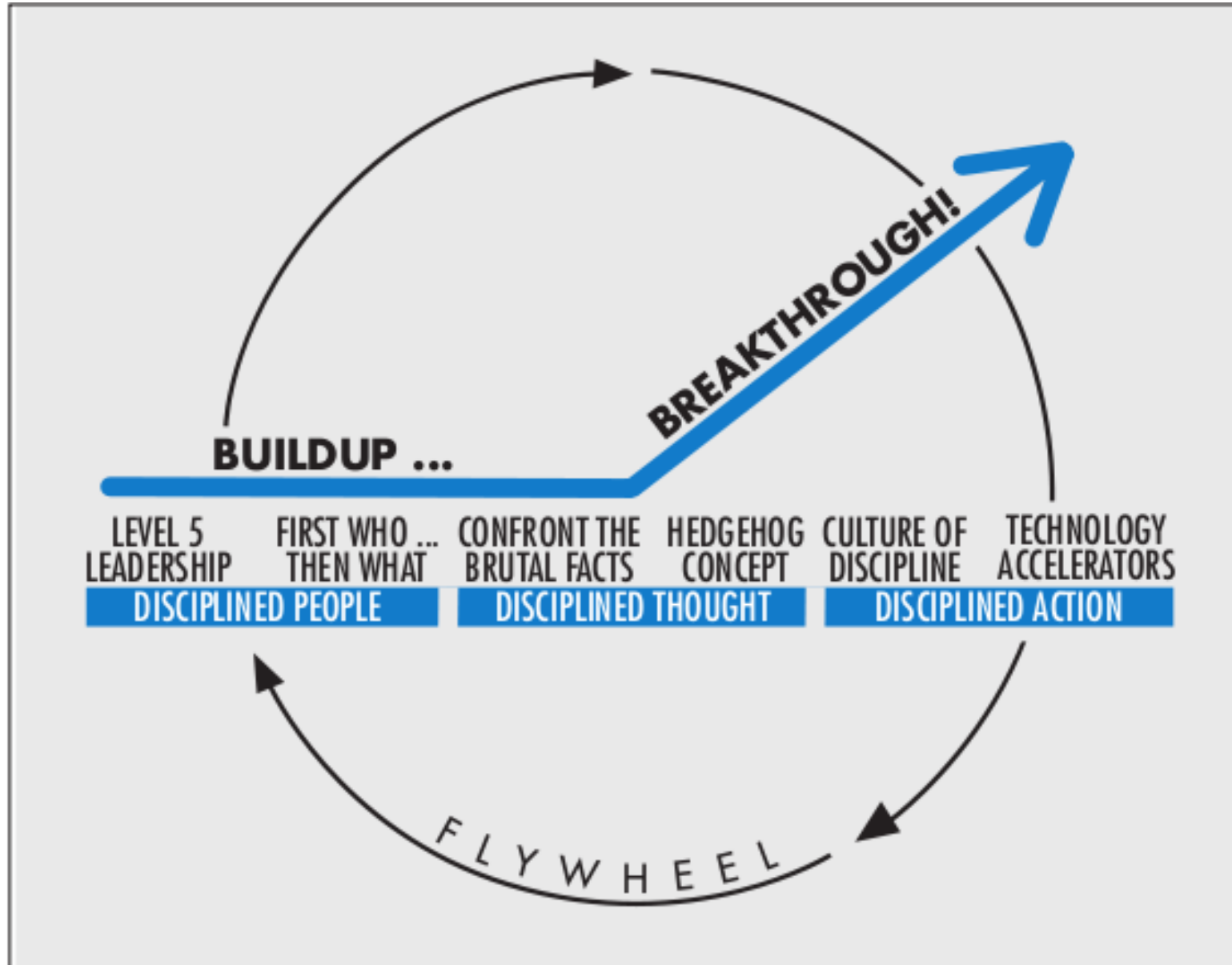
WHY: The purpose, cause or belief behind what you are doing.

HOW: The actions taken to realize the WHY

WHAT: The product, service or job function. Provides tangible proof of your purpose.



Think from
the inside out



Minimum

Target

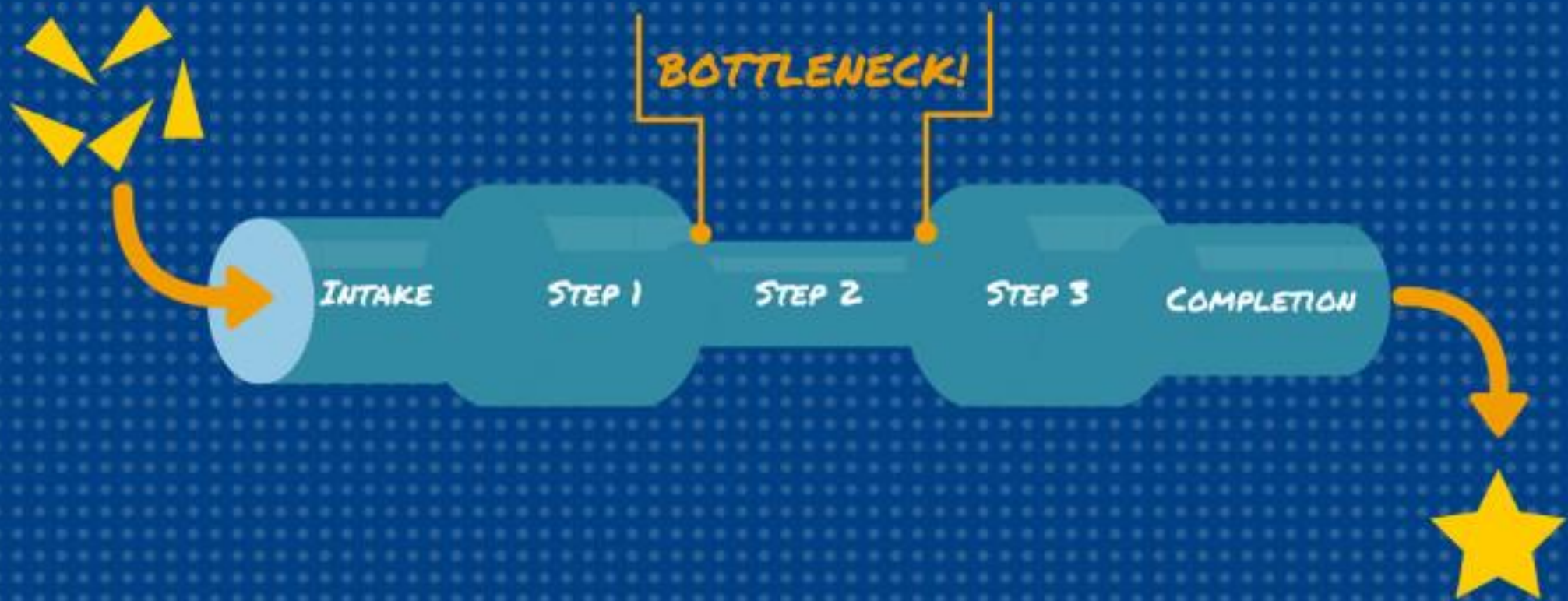
Win

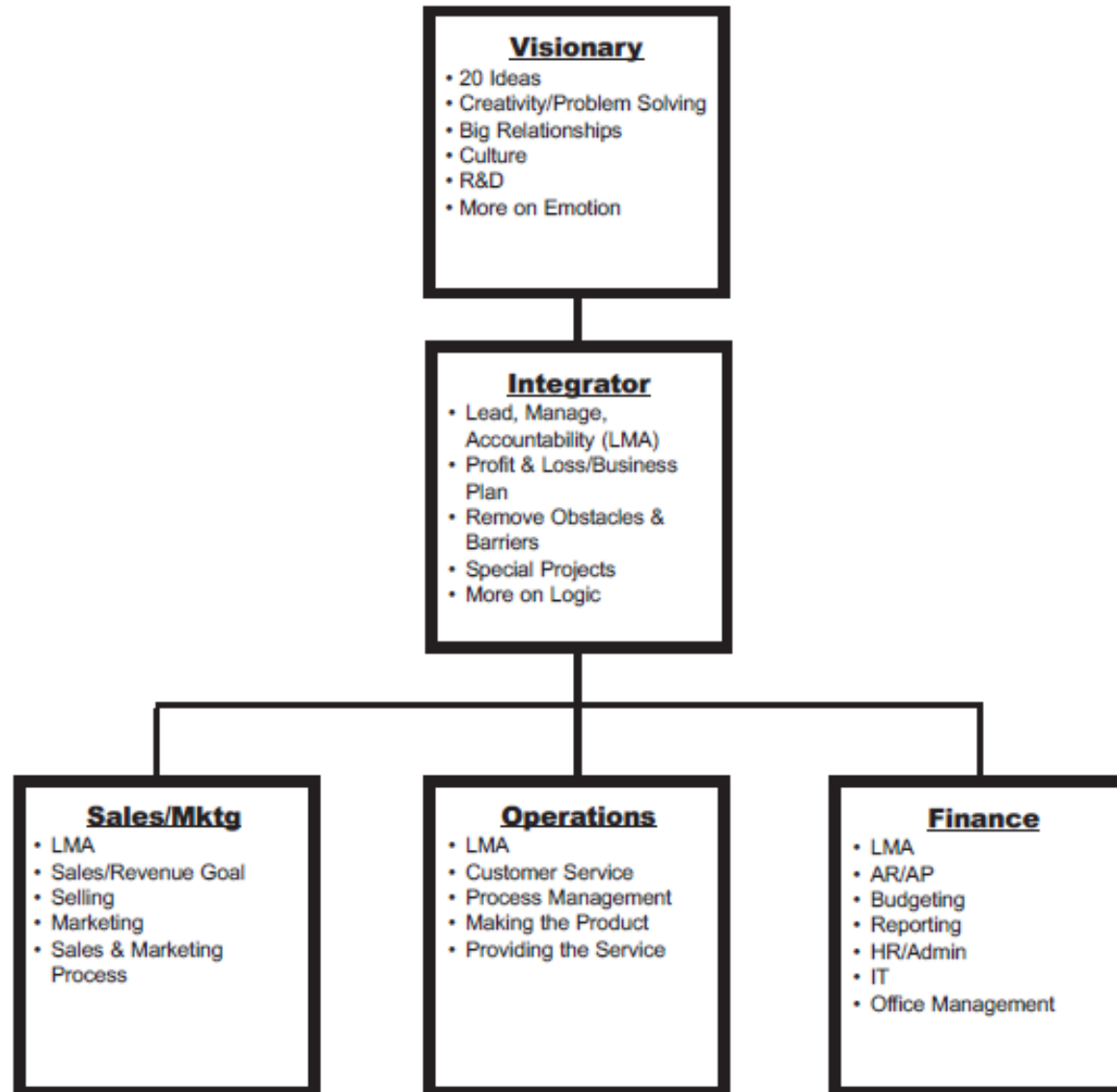


ebs/growth



The Theory of Constraints





Science:

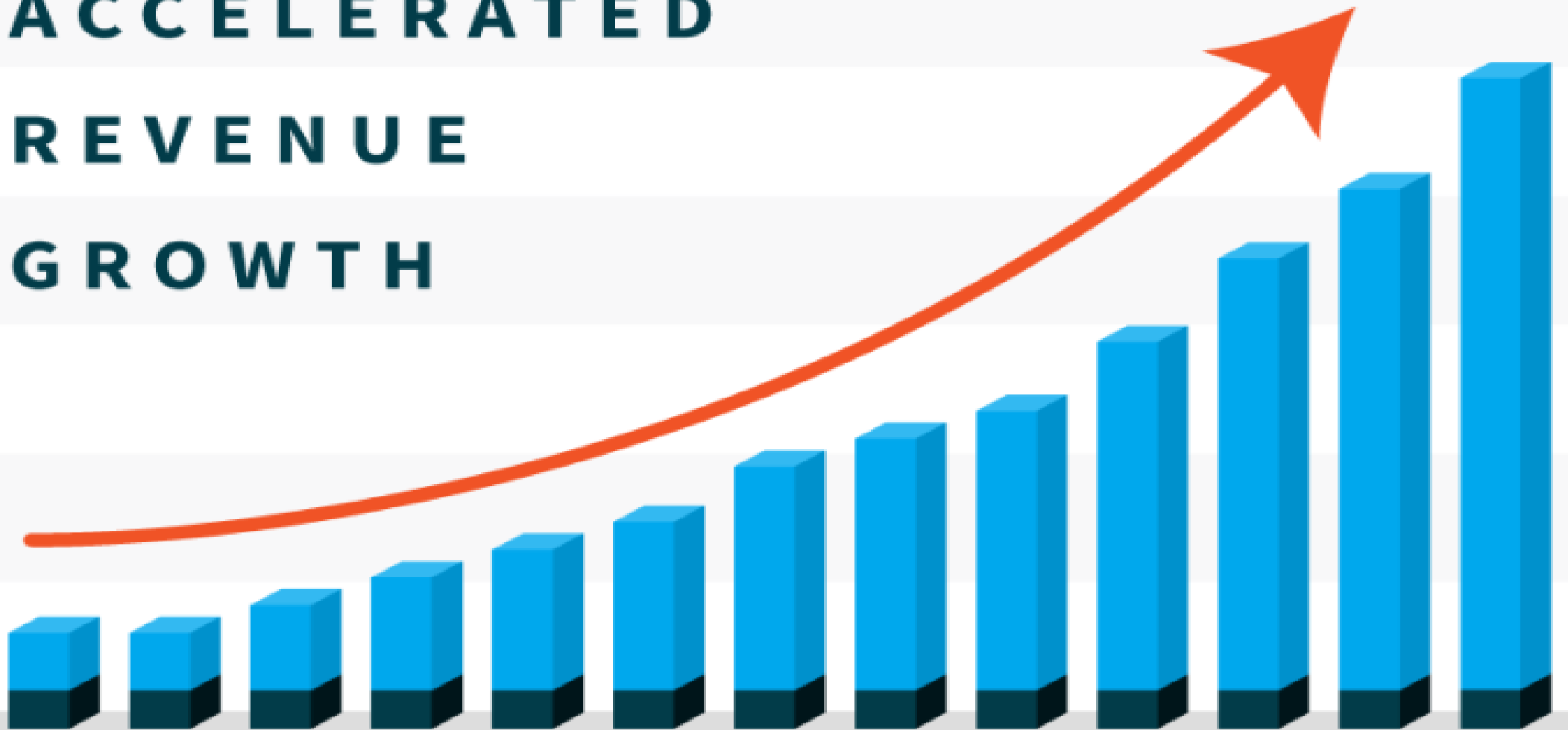
the careful study of the structure and behavior of the physical world, especially by watching, measuring, and doing experiments, and the development of theories to describe the results of these activities

*Cambridge Dictionary



Desired Outcome is a Transformative Concept

ACCELERATED REVENUE GROWTH



$$\text{LTV} = A \times T \times R$$

Lifetime Value = Average Value of Sale x Number of Transactions x Retention Time Period

$$\text{CLV} = \text{LTV} \times M$$

Customer Lifetime Value = Lifetime Value x Profit Margin

Customer Acquisition Cost Formula

$$\frac{\text{Sales \& Marketing Cost}}{\text{\# Of New Customers}} = \text{Customer Acquisition Cost}$$

ebs/growth		Required # of Activities for # of Sales per mo	Internal Cost Incurred to Generate # of Sales	Potential value generated per # of activities per event (Your ACV/LVC)	Value P.M.
Steps	Ratios			\$ 100,000.00	
Outreach	100.00%	11433	\$ 8.83	\$ 8.75	\$ 5.25
Engagement (Conversation/email reply)	2.50%	286	\$ 353.33	\$ 349.86	\$ 209.92
MQL (booked 1st time meeting)	7.00%	20	\$ 5,047.62	\$ 4,998.00	\$ 2,998.80
SQL (kept 1st time meeting)	70.00%	14	\$ 7,210.88	\$ 7,140.00	\$ 4,284.00
Pipeline	10.20%	10	\$ 10,301.26	\$ 10,200.00	\$ 6,120.00
Closed/won	40.00%	1	\$ 100,992.78	\$ 100,000.00	\$ 60,000.00
Retention	95.00%				

ebs/growth		Required # of Activities for # of Sales per mo	Internal Cost Incurred to Generate # of Sales	Potential value generated per # of activities per event (Your ACV/LVC)	Value P.M.
Steps	Ratios			\$ 30,000.00	
Outreach	100.00%	1112	\$ 8.83	\$ 26.99	\$ 16.19
Engagement (Conversation/email reply)	9.00%	100	\$ 98.15	\$ 299.88	\$ 179.93
MQL (booked 1st time meeting)	12.00%	12	\$ 817.90	\$ 2,499.00	\$ 1,499.40
SQL (kept 1st time meeting)	70.00%	8	\$ 1,168.43	\$ 3,570.00	\$ 2,142.00
Pipeline	17.00%	6	\$ 1,669.19	\$ 5,100.00	\$ 3,060.00
Closed/won	40.00%	1	\$ 9,818.74	\$ 30,000.00	\$ 18,000.00
Retention	95.00%				

TAKE A POLL

Identify
COMPETITORS
in the
MARKET



where are they
POSITIONED?



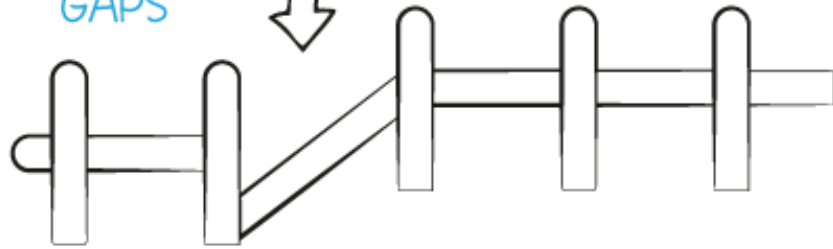
Decide on provider's
POSITIONING
relative to rivals



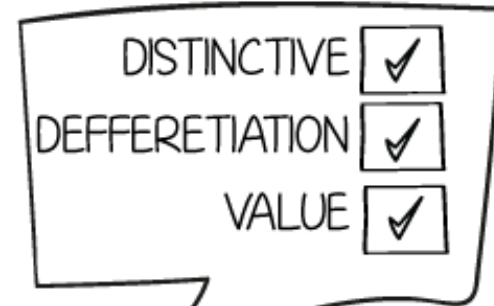
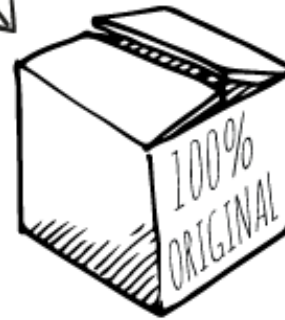
BRAND POSITIONING

Look for
Market
GAPS

Develop a
UNIQUE SELLING
PROPOSITION

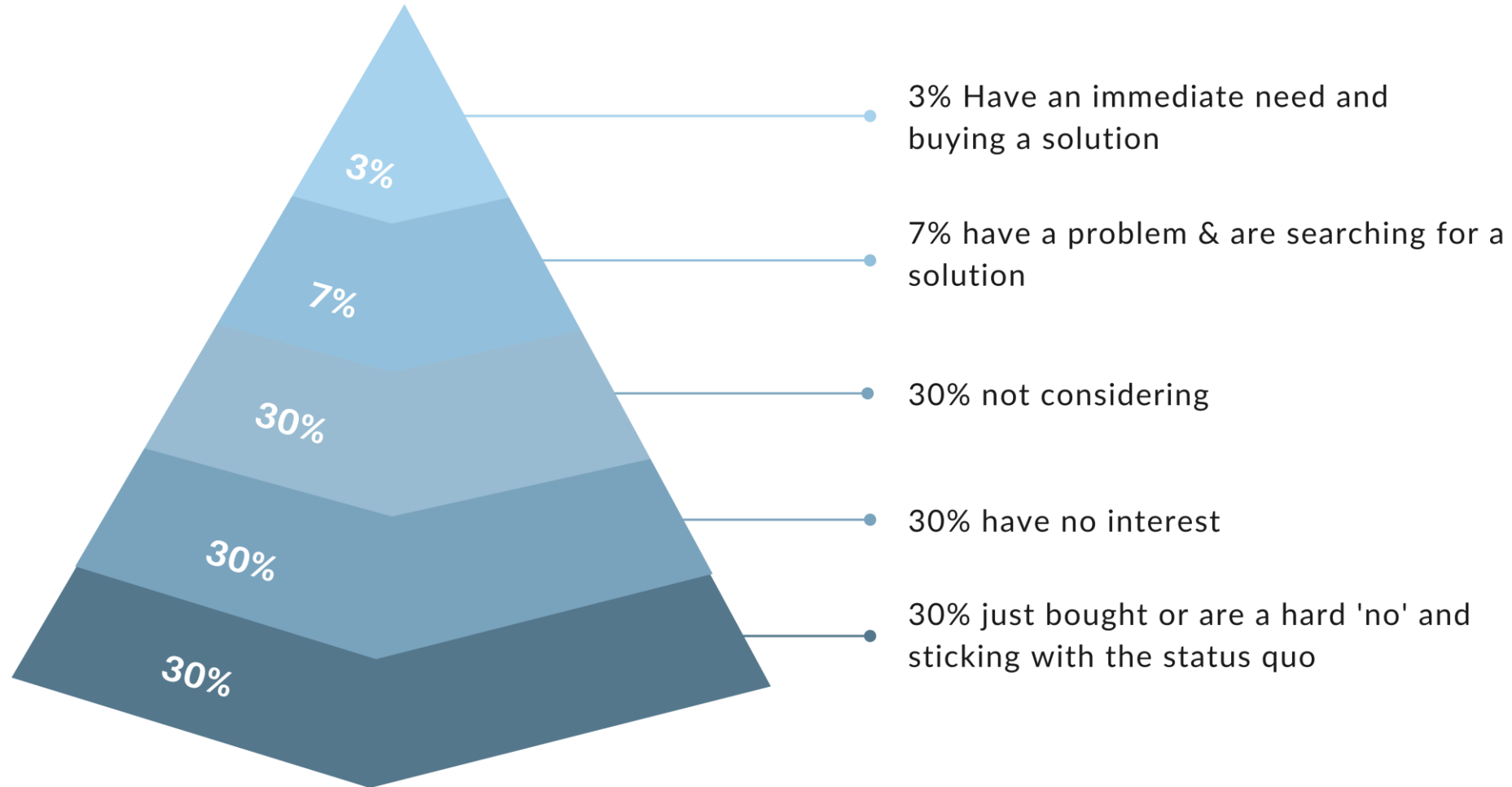


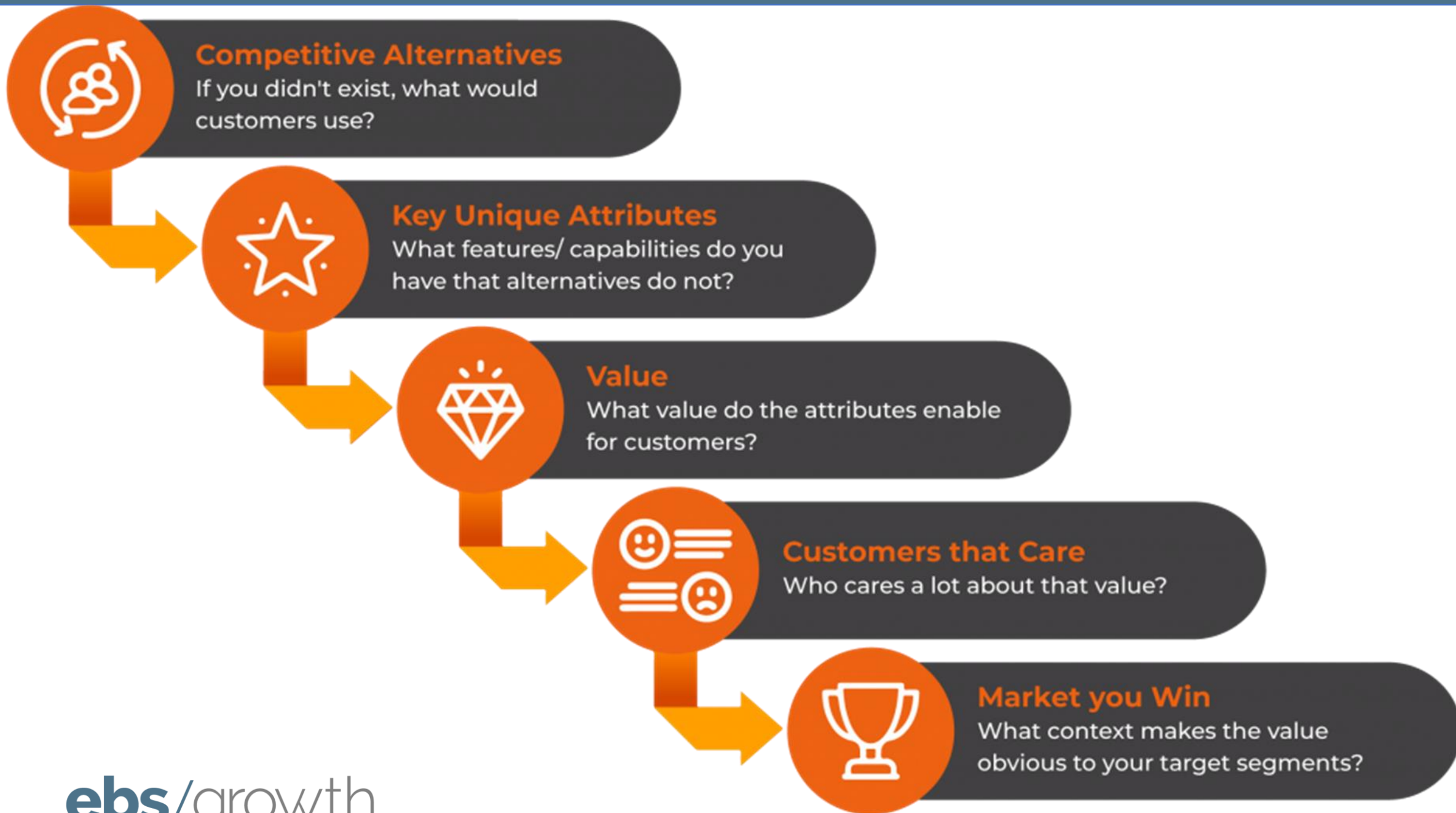
COMMUNICATE...

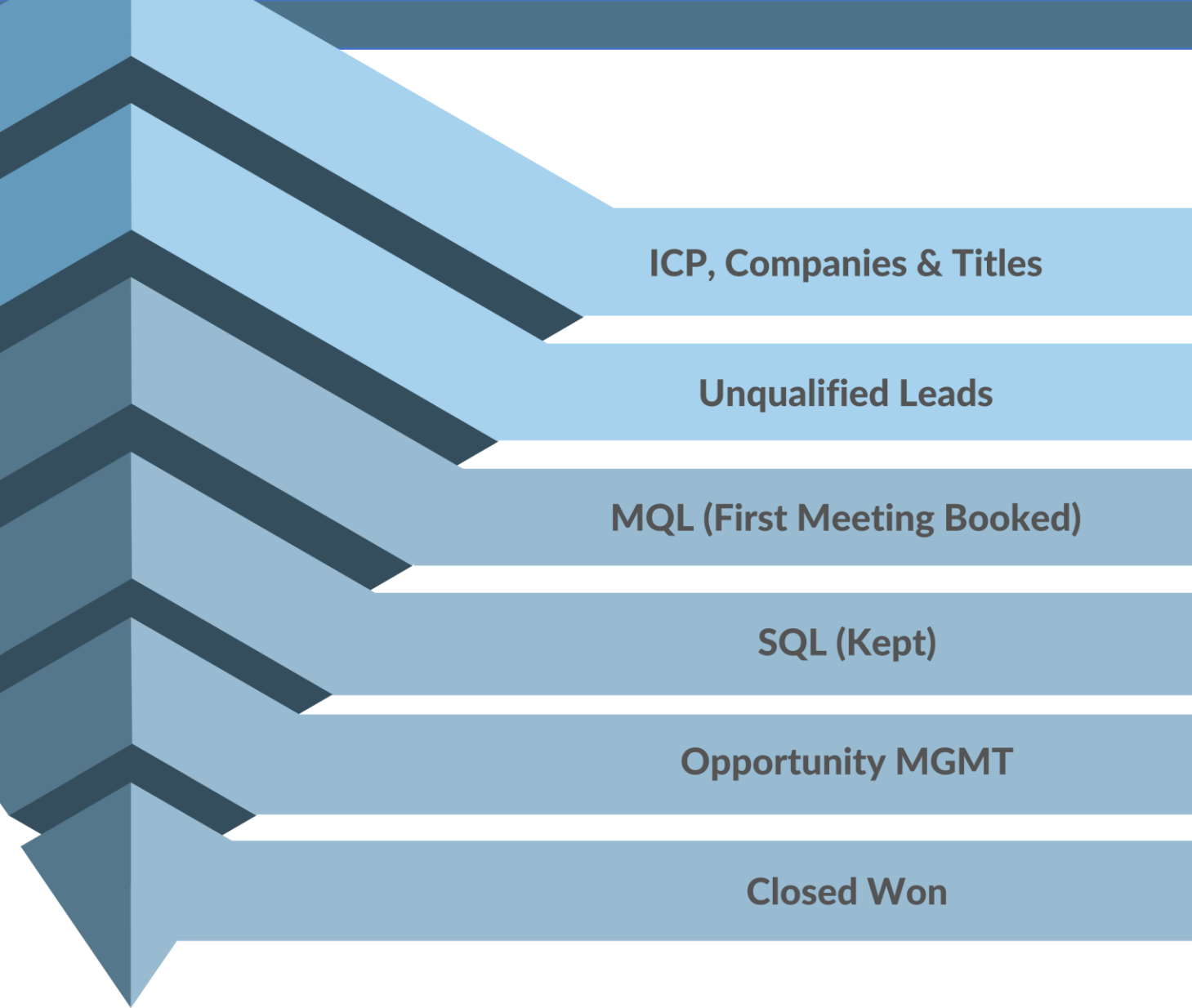


...to the CUSTOMER

BENCHMARK & CONTINUOUSLY IMPROVE





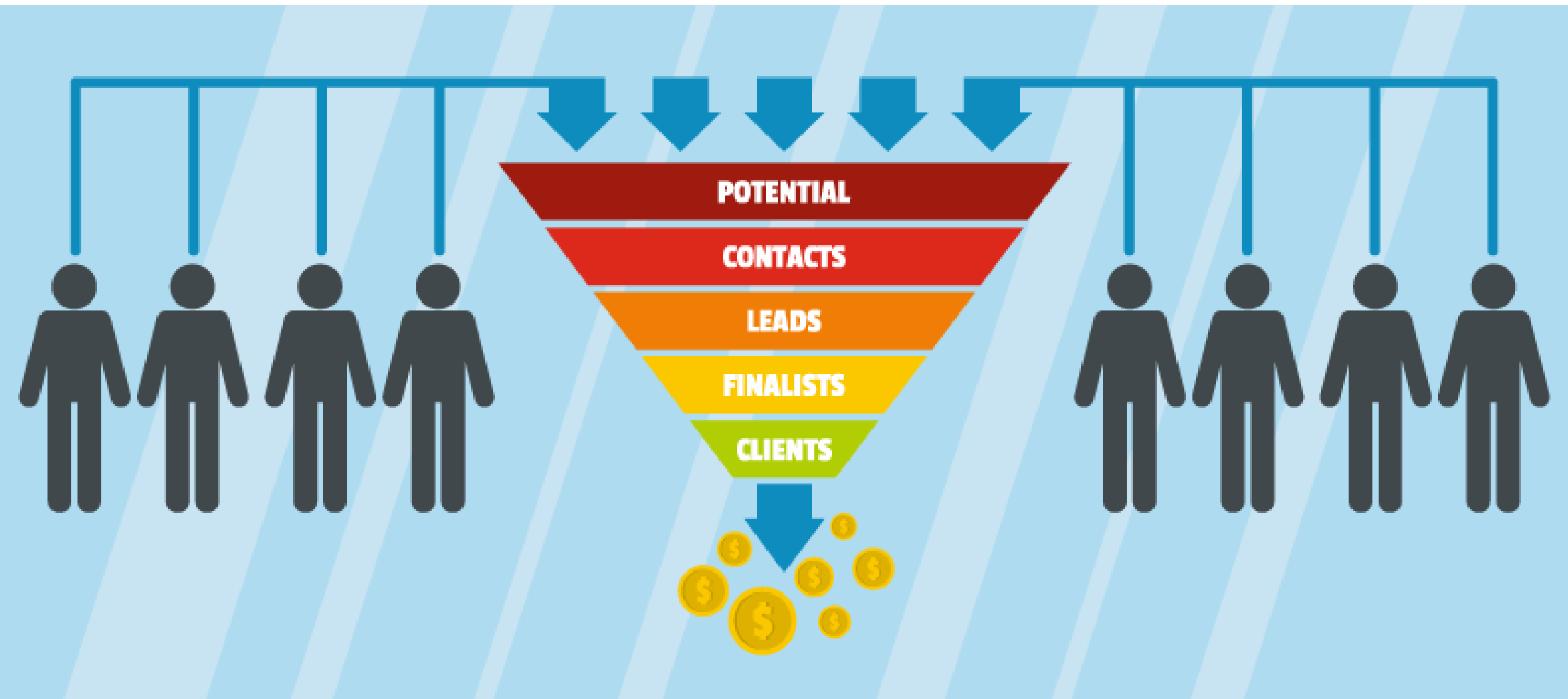


FUEL YOUR SALES

Without Strategy, execution is aimless.

Without execution, strategy is useless.

Morris Chang





Dilbert.com @ScottAdamsSays



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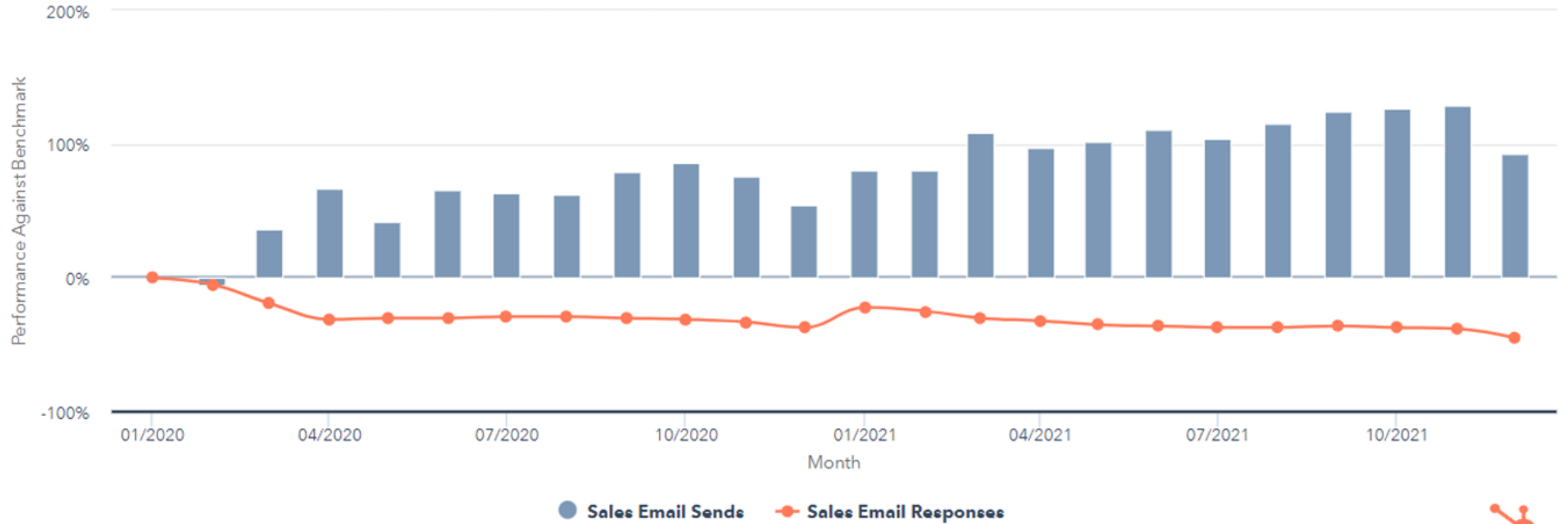
SMARTETING

HubSpot



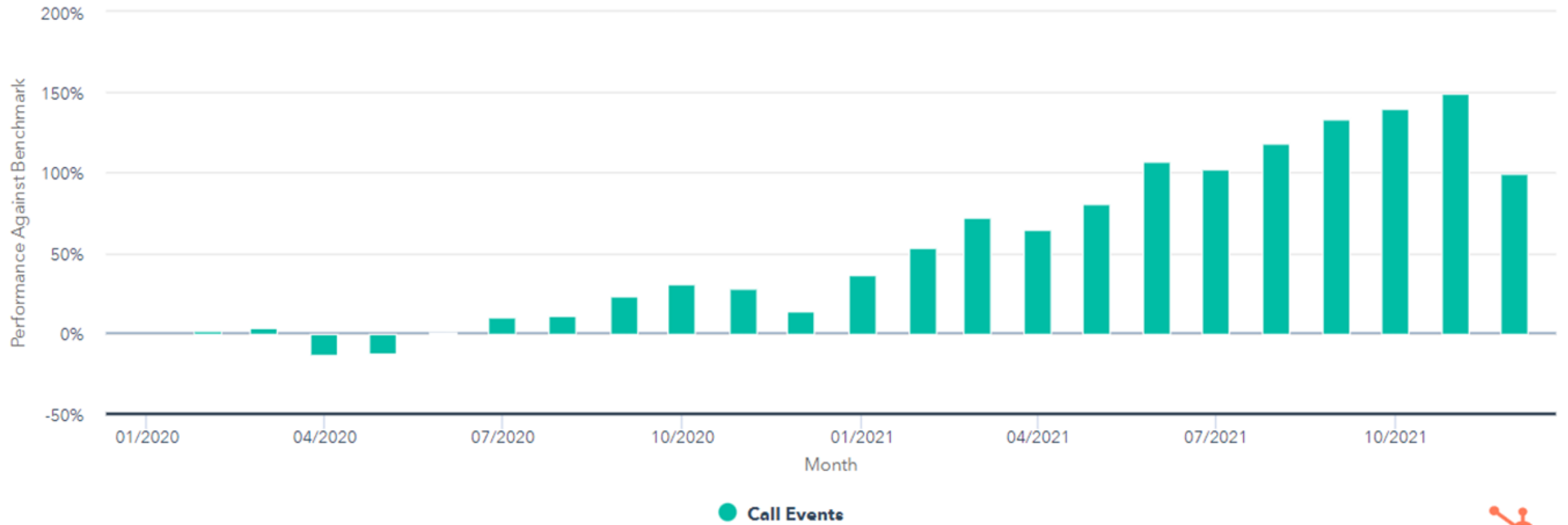
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Total Sales Emails Sent and Response Rate



*Format for dates is month/year

Sales Calls



*Format for dates is month/year



ebs/growth

List Development & Data Strategy

- Tier 1 – New Data
- Tier 2 – Validated/No Reply
- Tier 3 – Replied/Know Preferred Channel
- Tier 4 – Meeting Booked
- Tier 5 – Strategic Account Management of Customers
- Tier 0 – Bad Data/Append/Replenish



use cases of cold outreach

accelerate
sales

enter new
markets

test product
market fit

modernise
cold calling

assist
recruitment

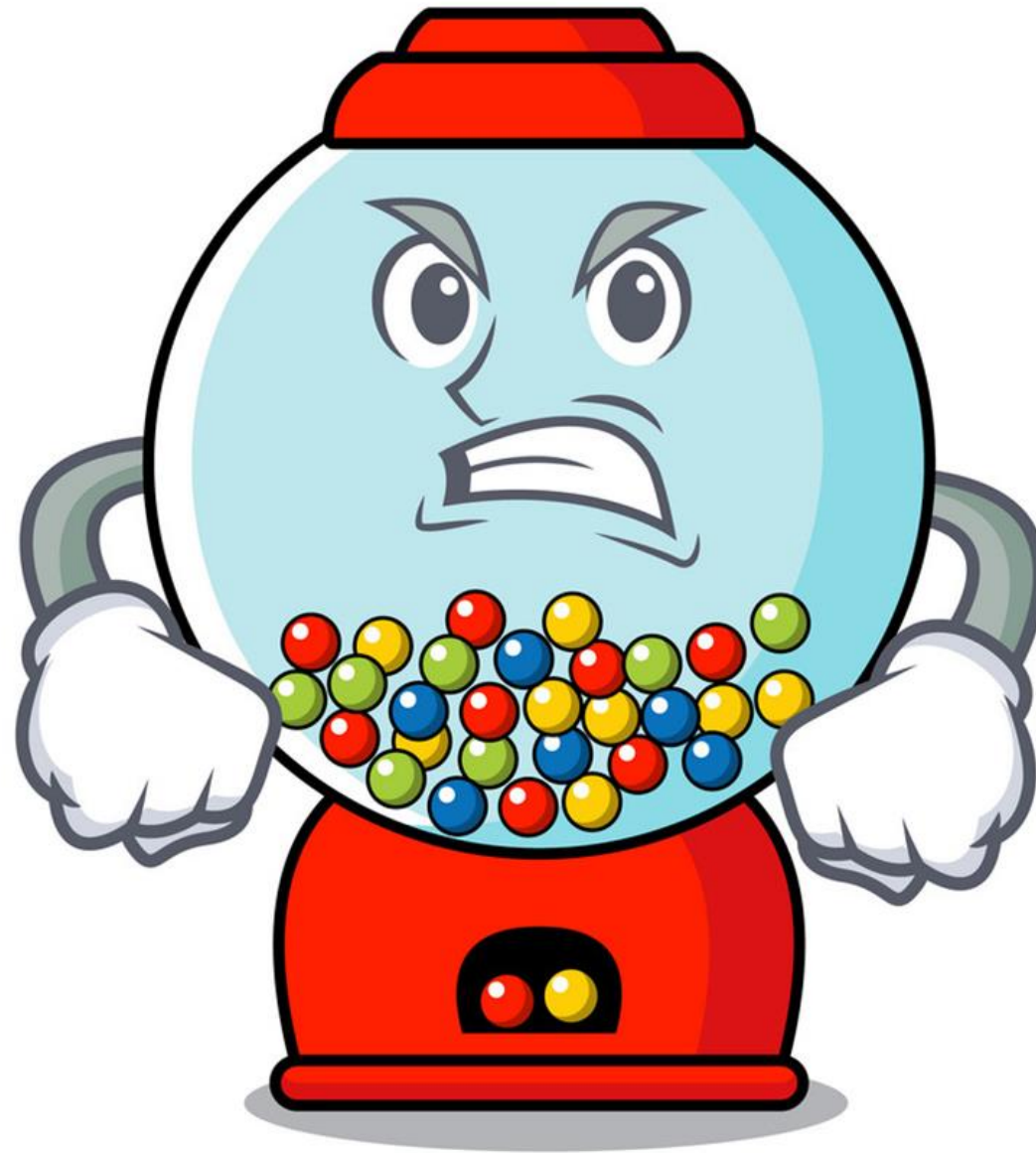
link
building

increase ROI
conferences

contact
investors

Deliver value or go away





4-steps



Build Trust



Permission based
opener



Lead conversation
with questions



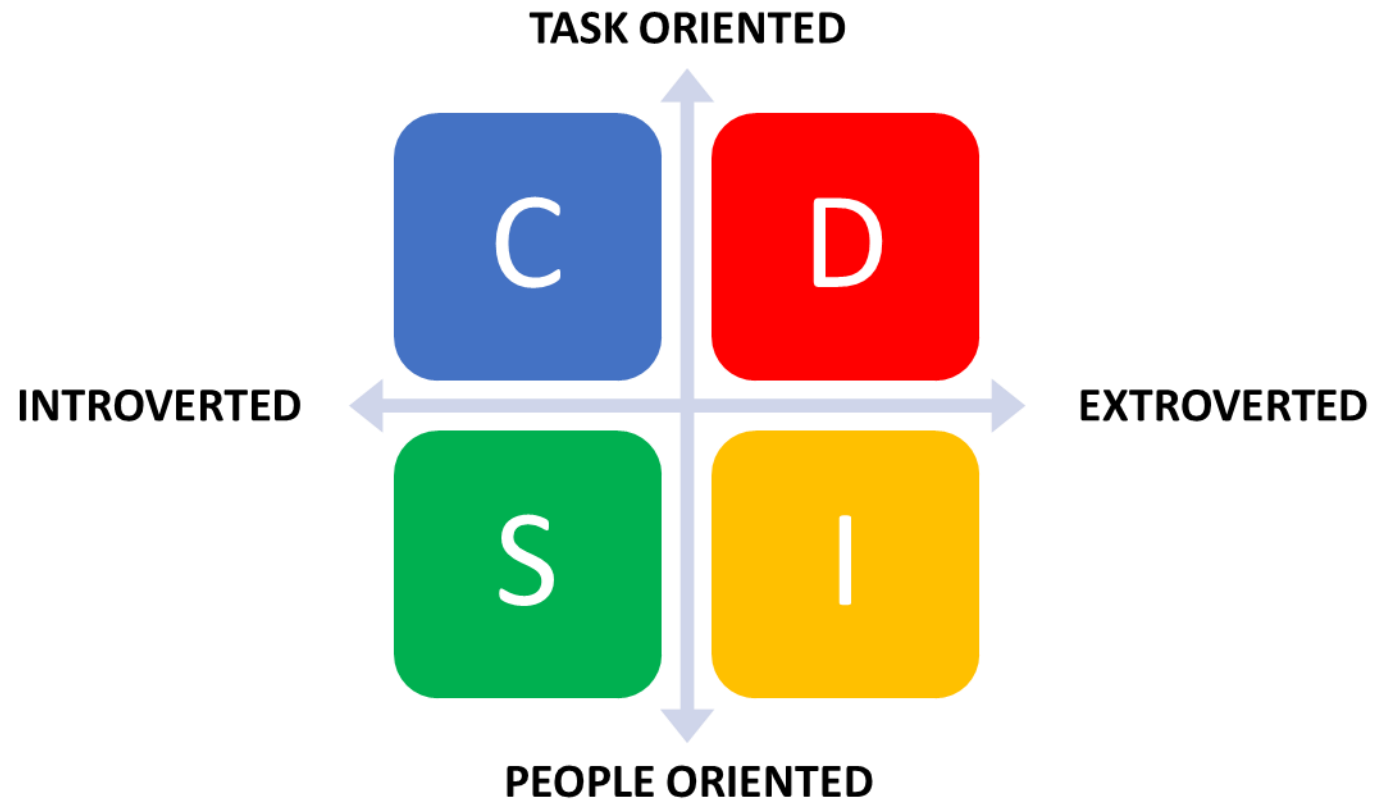
Call to Action

Building Trust



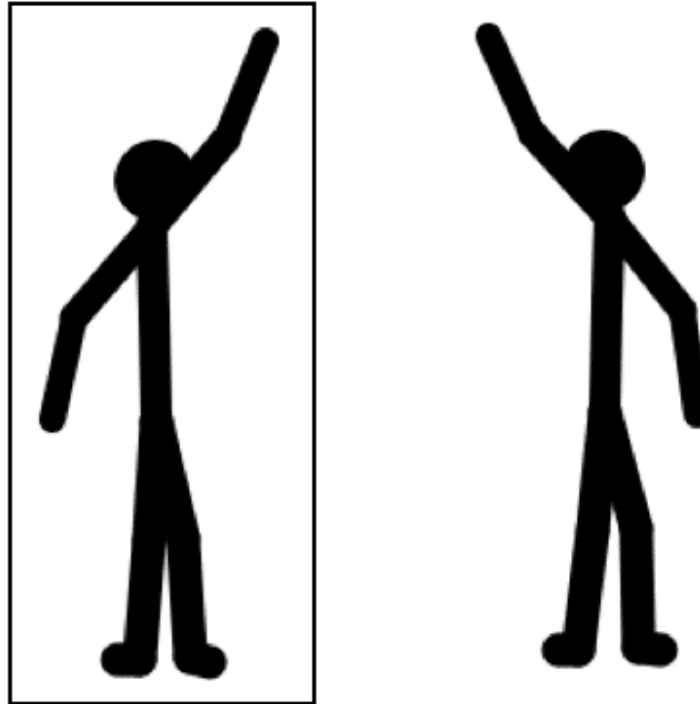
Behavioral Styles:

- Dominant
- Influencer
- Steady Relator
- Compliant



Rapport

Mirroring







Curiosity.
expands
opportunity

A close-up photograph of a brown bear's head and shoulders. The bear is looking slightly to the right. The background is a blurred green field with some white flowers. Overlaid on the image are five instances of the word "POKE!" in a large, bold, yellow font with a thick black outline. The words are arranged in a staggered pattern: two on the left and three on the right.

POKE!

POKE!

POKE!

POKE!

POKE!

Magic 3 Questions



Can you give me an example?



Because of that, what?



With or without my help, is this something that you need to solve?



Email

Subject: 1 to 3 words, when appropriate use their name

Message: less than 50 words

No jargon

No marketing

1st line viewed in “preview pane” is critical – name the problem

Use only one call to action

Make CTA very low-threat

Use a sequence – need multiple touches



Make It Work
ACTION!





*get
after
it.*



Sales Talent | Sales Development | Sales Data

Take Control | Gain Visibility | Dominate Your Market