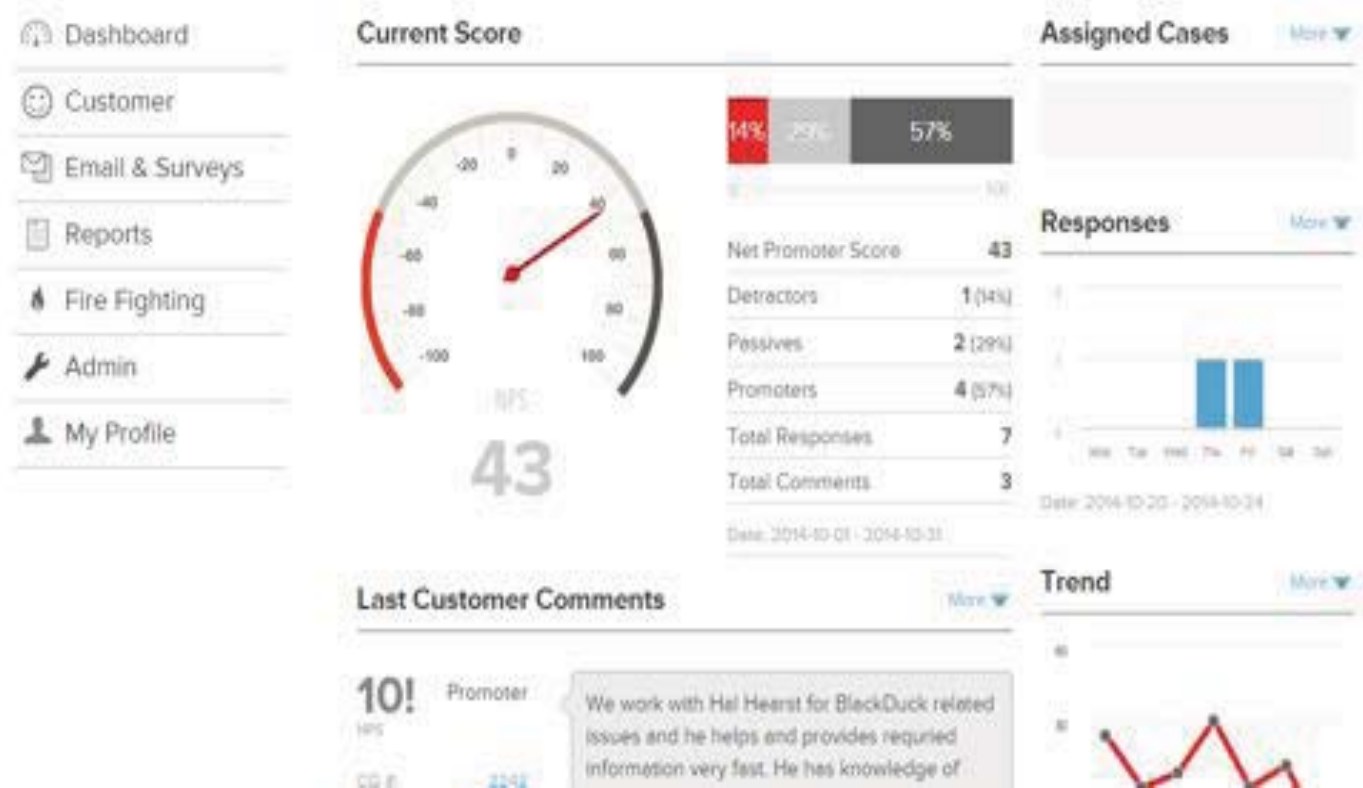


CustomerGauge



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First, a follow up on Qualtrics

- Measure, measure, measure
- Numbers comparison of inside vs field

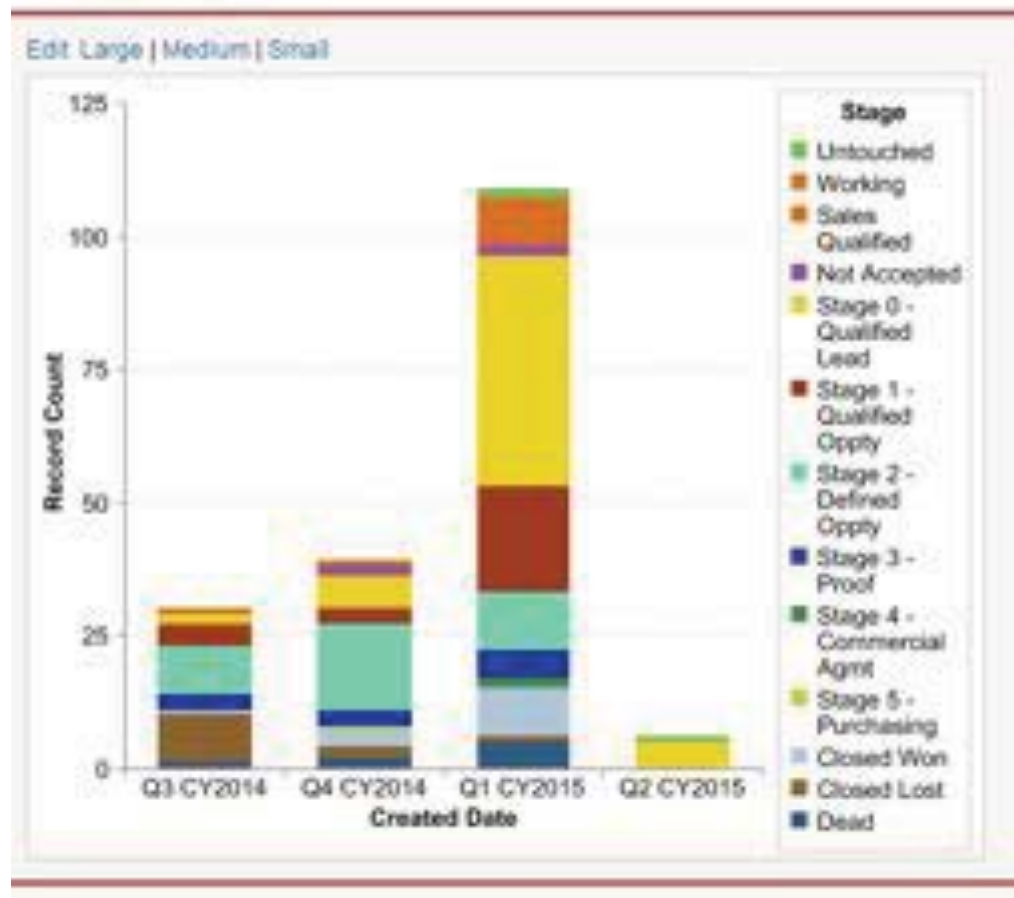
Measure- basics

- Calls
- Connect rate
- Talk time
- Emails sent
- Meetings sent
- Sales opportunities created

Measure - advanced

- Outbound efforts
 - ▶ Connect rate by time of day
- Opportunity trend
 - ▶ By persona
 - ▶ By marketing campaign

Focus on opportunity creation



Scaling Inside Team

<u>Inside Sales</u>				
<u>Bookings</u>				
		<u># of Deals</u>	<u>ASP</u>	
deals per month per rep @25k		2	\$25,000	\$50,000
number of selling reps				4
lead gen reps				1
inside SE				1
bookings per month				\$200,000
annualized bookings				\$2,400,000
<u>Bus Cost</u>				
		<u>OTE</u>	<u>#</u>	<u>\$</u>
rep cost		\$120,000	4	\$480,000
BDR		\$75,000	1	\$75,000
inside SE		\$75,000	1	\$75,000
Annualized cost				\$630,000
Bus Profit				\$1,770,000
				74%
# of Deals per year		96		

Field Team

<u>Field Rep & SE Model</u>				
		<u># of Reps</u>	<u>Quota</u>	
Quota		1	\$1,200,000	\$1,200,000
				\$1,200,000
<u>Field cost</u>				
		<u>OTE</u>	<u>#</u>	<u>\$</u>
rep cost		1	\$275,000	\$275,000
SE cost		1	\$210,000	\$210,000
annualized cost				\$485,000
Field Rep Profit				\$715,000
				60%
# of Deals per year			12	



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The Facts of the Case

- Growing, profitable company
- Strong in Europe, struggling in US
- Growth market for customer loyalty
- Founder led company
- SAAS business model
- Struggling with sales model
- Needs money!

What is NPS?

- Why does it matter?
- Who uses it?
- How important is customer retention?

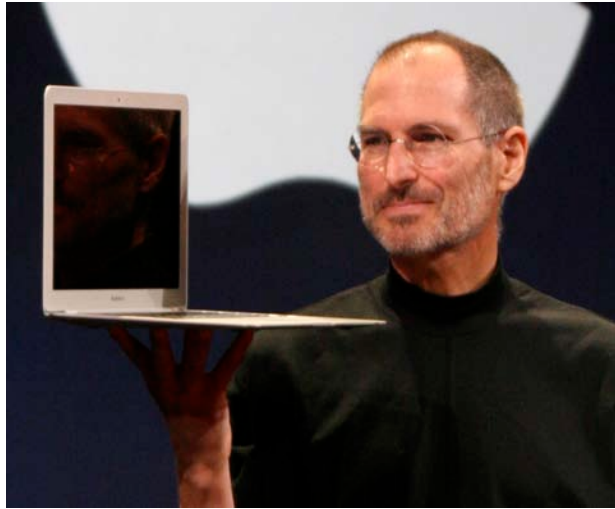
Which sales model is best?

- Which sales model to use
- Where to focus resources
- Where to raise money
- Should Adam relocate to US

competition



Founder led companies



Steve Jobs (Apple). Courtesy of Matthew Yohe. License: CC BY. Source: [Wikimedia Commons](#).



Mark Zuckerberg (Facebook). Courtesy of Elaine and Priscilla Chan. License: CC BY. Source: [Wikimedia Commons](#).



Richard Branson (Virgin Airlines). Courtesy of Richard Burdett. License: CC BY. Source: [Wikimedia Commons](#).



Michael Dell (Dell). Courtesy of mikeandryan. License: CC BY. Source: [Wikimedia Commons](#).

Founders who were fired

Noah Glass (Twitter). Image removed due to copyright restrictions.

Andrew Mason (Groupon). Image removed due to copyright restrictions.

George Zimmer (Men's Wearhouse). Image removed due to copyright restrictions.



What issues are unique to founders?

- “their company”
- They know what to do
- Don’t hire around their weaknesses
- Too central to the company’s success

Building a team



Entering the US market



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- Why does this matter?
- Where do you start?
- Can you cover from Europe?

Order of priority?

- Hire sales reps
- Close on term sheet
- Move to US
- Double down on freemium

Understanding your customer

CustomerGauge

1. CRM Scoring: Company "Political Map"

Land and Expand

CustomerGauge:

Land-and-Expand 2.0

Set Goals up front: Dates/Expectations

- Set the criteria for Customer Success of a pilot (what does success look like? => "If we succeed, this means we go to full roll-out")
- Start out with a low cost installation to prove case, service it,
- Make the political map in CRM
- You survey your map with NPS @ 30, 60, 90 days (tell client up front)
- Use b2b scorecard
- Prove case - work together with client to close it

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15.387 Entrepreneurial Sales
Spring 2015

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