



Sales. Doing it Silicon Valley style

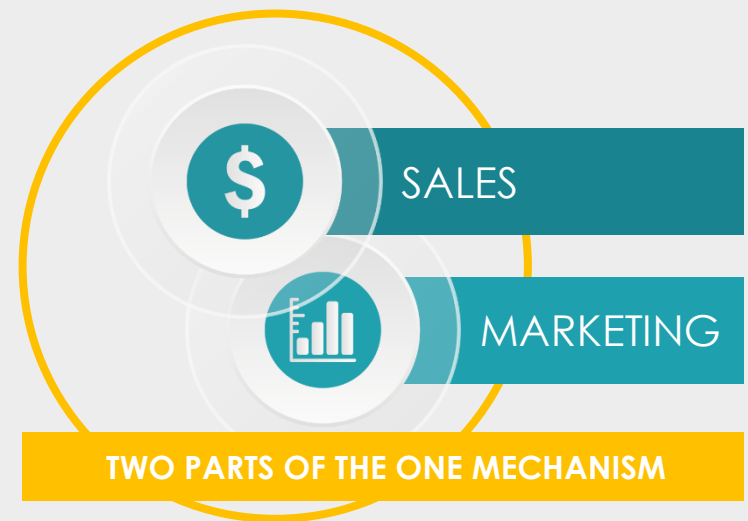
Artem Berman

Starwind

Sales in a nutshell

What is sales? Sales and marketing are two parts of the one living and breathing mechanism. You cannot say the sales is marketing as well as you cannot say the sales is the separate from marketing activity. They live and breathe together.

- Deal is not where everything ends.
- Deal is not where everything starts.
- Deal is a checkpoint. There was a flow of actions before and there will be the flow of actions afterwards.



Sales is an art that can be measured in numbers: **KPIs:**

CLTV, CAC, CRC, plans, quotas, revenues.

Specifics of the sales in the IT company. There are no differences in terms of the philosophy of the process and **number of differences during the process:**



Consulting sales. Engagement and problems solving rather than pushy behavior.



Mostly **inside sales** unless talking about hardcore enterprise.



More automation. If something can be automated it will be automated.



High level of readiness and **high educational level** of the customers.

Getting feet wet

In short we can divide the sales into these groups.

Direct sales usually imply direct contact of the company's employees with the prospects whether personally or by phone and **Indirect** utilizes the power of the middlemen though not eliminates these contacts.



Direct

- Inside sales (Telesales)
- Outside sales (Enterprise, direct)



Indirect

- Channel sales
 - Distributors
 - VARs
- Affiliates sales

Inside Sales

Let's talk about **the most effective sales** for the SMB mass-market: **Inside sales**.



**Inbound
marketing**



**Site as leads
conversion
instrument**



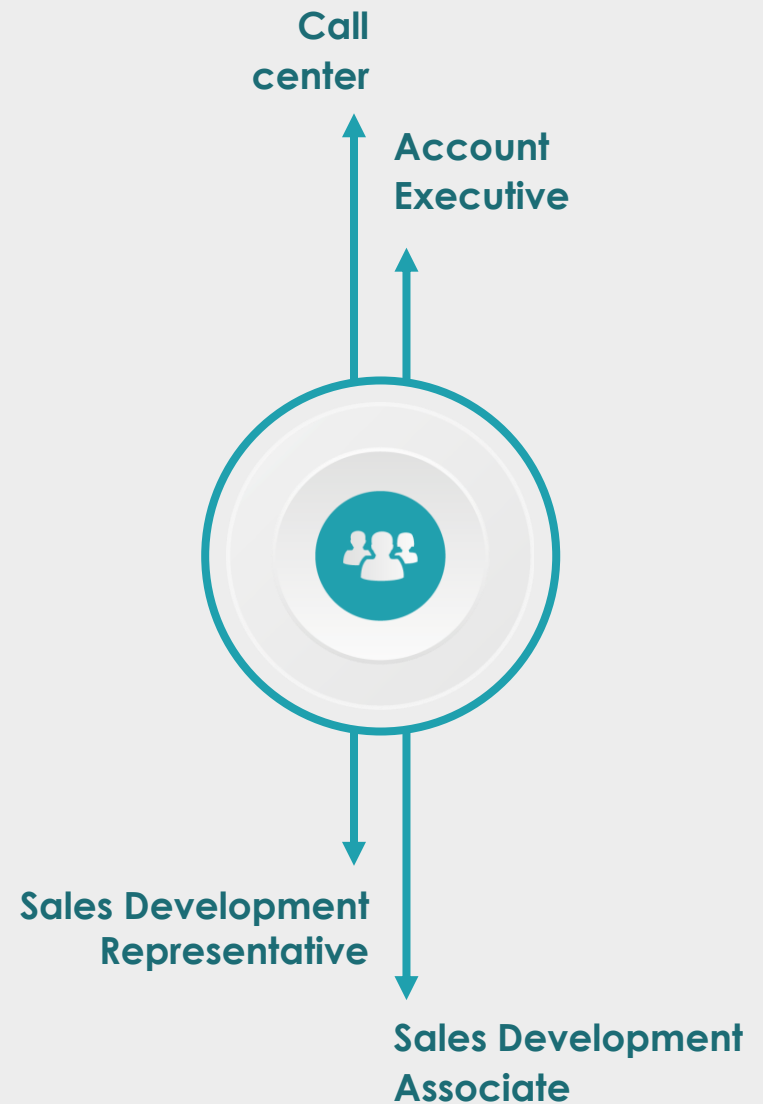
**Leads
nurturing**



**Effective
processes**

It is a team work!

Inside sales team. The main challenge – **Effective sales and Pipeline creation**. Since sales are function of the pipeline these activities should be carried simultaneously. That's why nowadays we mostly speak of teams within the sales organization.



The Funnel

Sales process in two words sounds like **“Lead nurturing”**. It is absolutely necessary to engage with the prospect customer, build the relationship of trust and eventually sales will start flowing in.

But even with losts timely follow-ups show that **up to 70%** of the losts may convert into the sales within a year from the date of the lost.



Show must go on

Automation. Clearly set goals.

Monetary and Non-monetary KPIs.

The effective process requires careful workflow, clear settings of the goals, smooth process and getting of the timely feedback.

While for AE we mostly **care about revenue** and quotas we also monitor the ratios. Closed-Wons/Opportunities; Closed-Losts/Opportunities. The non-monetary ratios are even more important for the SDRs and other roles.



Takeaways



Sales and marketing. The blurring border



Inside sales as the most effective sales model



Teamwork and specialization



Monetary and non-monetary KPIs



Read, Learn, Implement,
follow best practices

StarWind is a **virtualization pioneer**, **11 years** in this space, one of the 1st vendors to offer **Software-Defined Storage** and **Hyper-Convergence**, products shipped in **2005** and **2008 respectively**, **100% proprietary no open source!**

- Founded in **2003** as a **Rocket Division Software** and **StarWind** re-branded after spin-off and **Round A** received from **VEEAM** founders in **2009**
- **2.5K+** paying **customers**, **400K+** active **leads** (**±180K** are using **Microsoft**, and **±200K** use **VMware** virtualization)
- **HQs** in **Boston, USA** with **R&D** office in **Kiev, Ukraine** and field sales engineers in **EU**, **100+** employees

About presenter

Art Berman, COO

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.





Thank you!



Questions