

Ultra Light Startups

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Sales for Startups

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Sales for Startups

- When should a startup begin selling?
- Product Market Fit
- Customer Development
- Selling your product before it's built
- Product positioning

Sales Pipeline

- Sales metrics
 - Why they are important and how to track
 - Acquisition cost, lifetime value, etc
 - Stages, yield percentages, goals, conversions
 - Tracking leads / marketing channels
- CRM systems
 - Essential functions, ultra-light products

Sales Team

- When should you hire the first salesperson?
- Types of salespeople / sales expertise
- How to compensate salespeople
 - Salary vs. commission vs. quota vs. equity
 - Commission structuring and %
 - Part-time / contractors vs. in-house salespeople
- Recruiting and vetting salespeople
- Managing salespeople
- When to fire

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Methodologies

Sales Techniques

- Strategic selling
- Consultative / situational
- SPIN

Why they are important?

Which is right for your startup?