

Stack Up Sales

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What is MeetMax?

- NYC based SAAS company
- Event and conference registration software (think Eventbrite)
- 1on1 meeting programs
- 30 employees
- Clients are business (CMOs, event teams)

Sales

- 5 person sales team
- Lead Development
- Inside Sales
- Account Management
- Hire Athletes

How to On Board a new Sales Rep

- Daily process
 - Regular meetings
- SWOT analysis
 - Research competitors
 - Review marketing materials
 - Analyze our marketing material

Process: 9 to 5

- Sales is 90% process and 10% inspiration
- Start with 3 goals for the day
- Lead follow up
- Outside the funnel during the golden hour
10am-3pm
- Demos/calls
- Evening email campaign to prepare for
overnight responses

Tools

- CRM (BlueCamroo tracks support time)
- GoToMeeting/GoToWebinar
- Email Marketing (YMLP)
- Google Docs

Sales & Product Development

- Sales role in product development
- The power of being in the middle of the client discussions
- Advantage of 200 + conversations

Sales Cycle

- Research
- Google Docs
- Lead
- CRM
- Proposal
- Agreement
- Event
- Invoice

Process: Measuring Sales Performance

- Target number of emails per day
- Target number of new leads
- Difference between a prospect and a lead
- KPIs that are not over reliant on activity

6x6 and Follow Up

- Develop multiple and sequential series of touch points
- E mails
- Webinar invites
- Calls
- Google alerts for industry news

Tricks: voice mail in combo with email

- Value of voice mail
- Listen to a voice mail and respond to an email

Tricks: Top 6 Sales Rep Mistakes

- Expecting instant results
- Writing long emails
- Going wide not deep...hitting 100 accounts once instead of 10
- Leads need to be contacted at least 10 times each
- Giving up too quickly at ideal targets
- Not giving up quickly enough at non ideal targets

Tricks: Favorite prospecting questions

- Do you have a minute?
- Can I send you a summary email?
- Open ended questions:
- If you had a white board and were to start from scratch what approach would you take?
- Do you have your calendar handy?

Tricks: Go high with sales if...

- I can cut costs
- I can increase revenues
- I can improve process

Tricks: The lighthouse client

