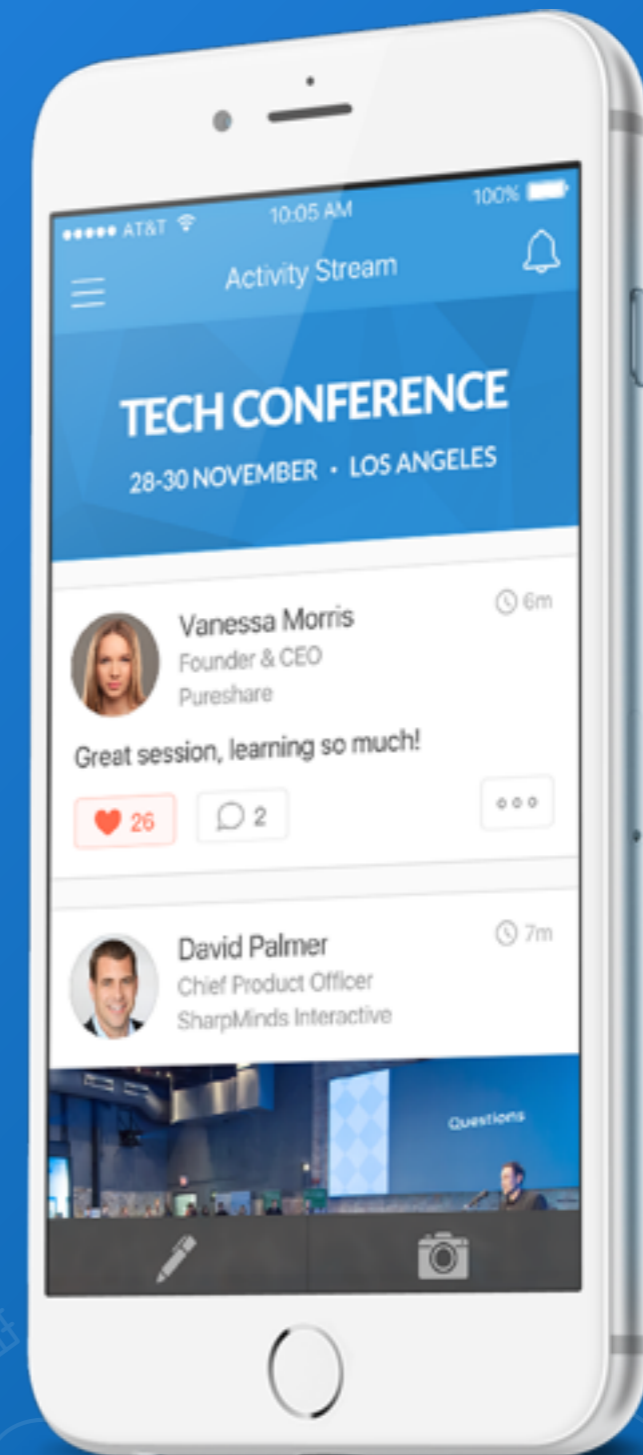


attendify

B2B Sales, building
model that scales



Quick stats



60+ people
team



2000+ clients



2500+ apps
created

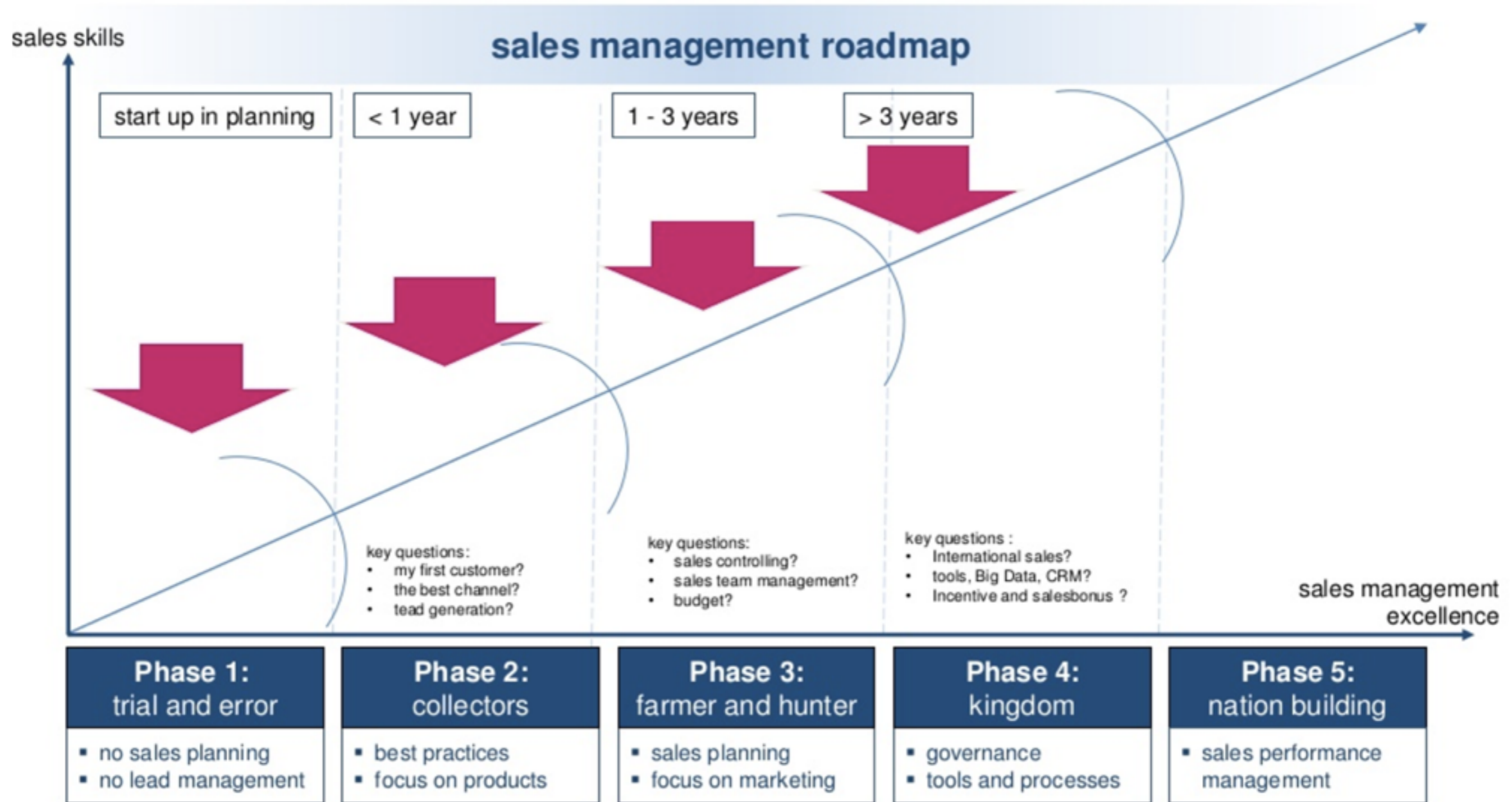


Offices in Palo Alto,
Phoenix, Vancouver,
Sydney and Kyiv



attendify

Sales evolution in startups



Phase 1. Entrepreneur Selling (1st. year)

What we had:

- No Product/Product was very basic
- No clear pricing model
- No Sales Planning or Processes (Excel)

What worked:

- Selling from the day 1
- Friends of friends (asking for introductions)
- ABP (Always Be Pitching)
- First clients can be anywhere
- Asking for advice

Don't hire sales people until you figure out sales by yourself

Phase 2. Product First (2-3 years)

What we had:

- Competitive product
- Clear and transparent pricing
- First Sales Rep, First basic CRM

What worked:

- Nailing down a niche
- Extreme focus on product (the main driver of leads)
- Positioning from competitors
- Pleasing early adopters



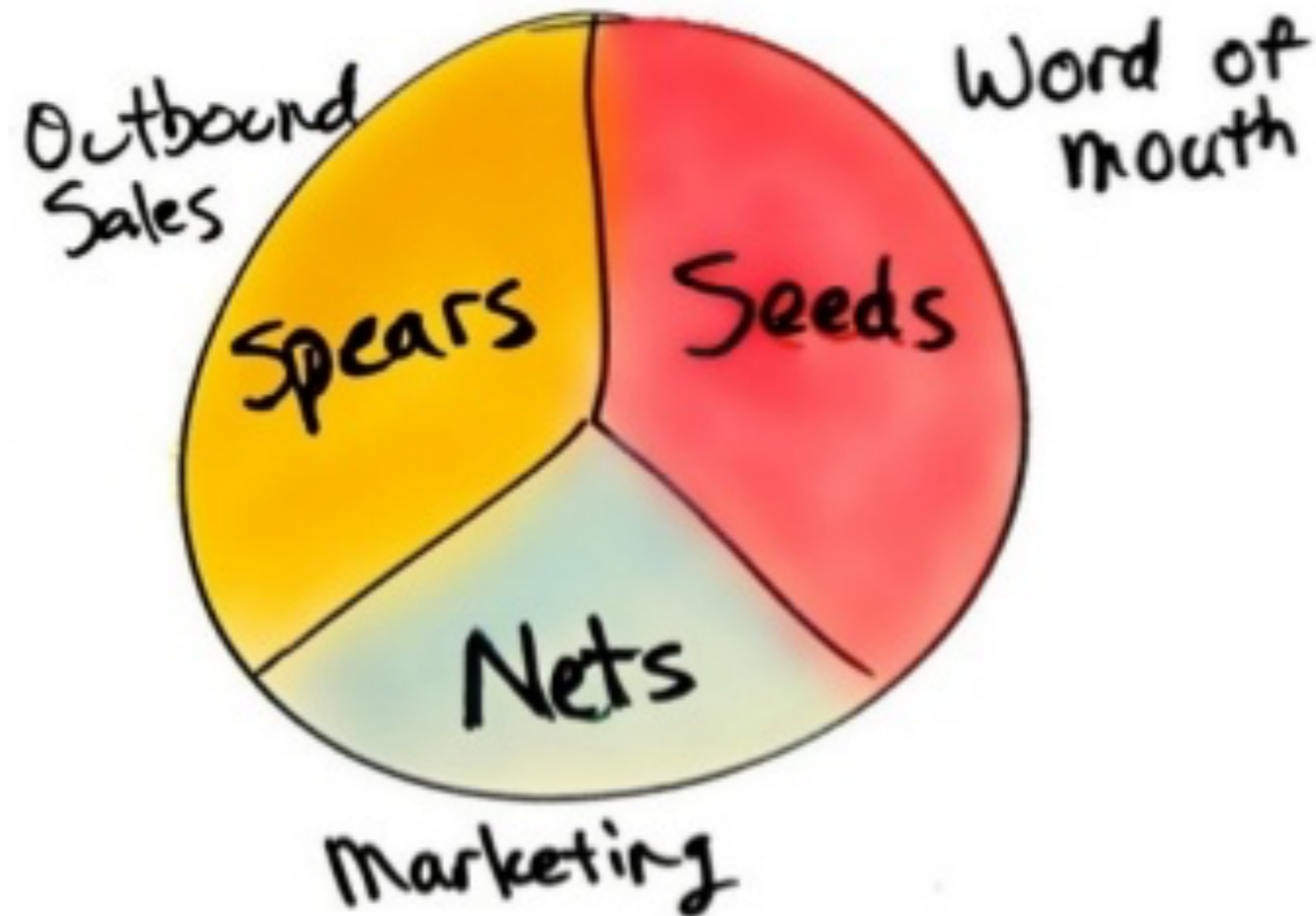
Phase 3. Predictable Revenue (3-4 year)

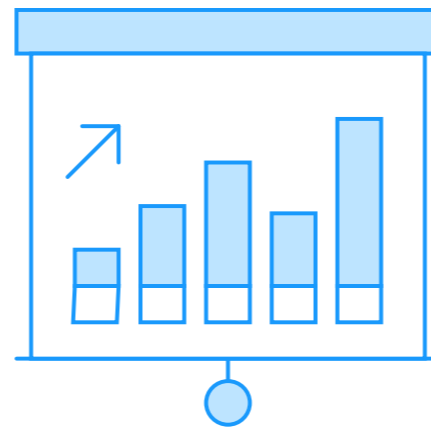
What we had:

- Best product on the market
- More robust CRM
- First Processes

What worked:

- Specialisations: Farmer and Hunter
- Predictable revenue

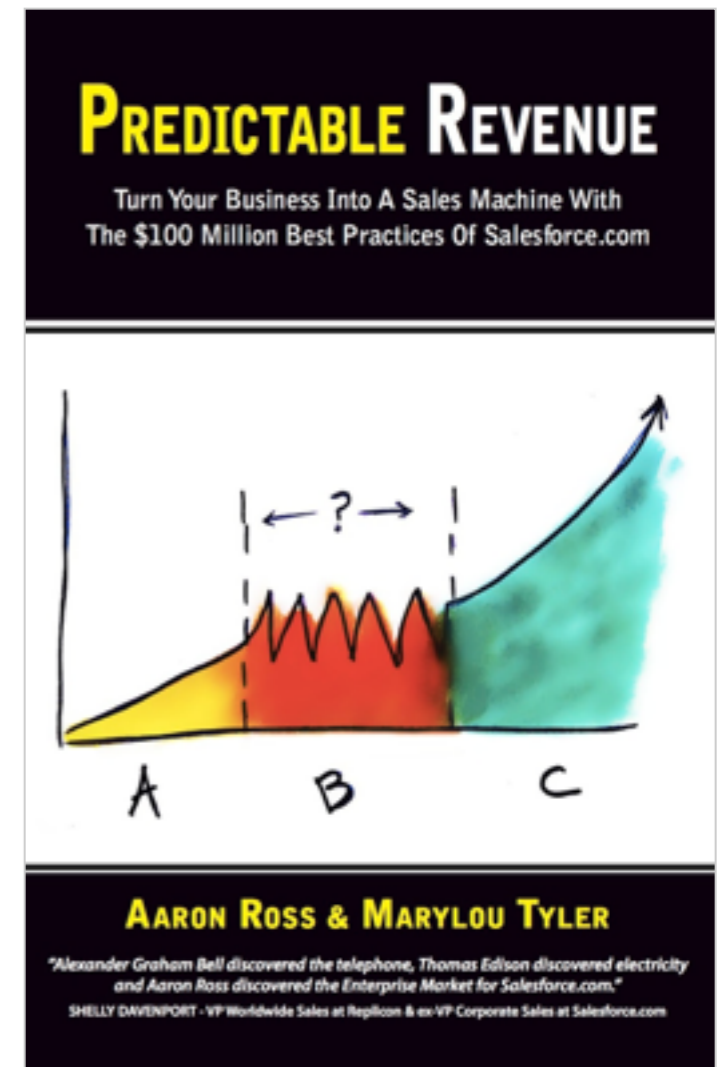




Predictable Sales

Who is Aaron Ross

- The author of the best-selling book "Predictable Revenue" (Sales Bible of the Silicon Valley)
- Built the outbound prospecting sales team at [salesforce.com](https://www.salesforce.com), which helped to add an extra \$100M+ in revenue
- Father of 12 kids
- Main idea: Cold Calling 2.0
Leadgeneration drives growth. Sales people fulfil it



Predictable Revenue

Predictability:

If you have predictable and scalable Lead generation you can create predictable and scalable revenue

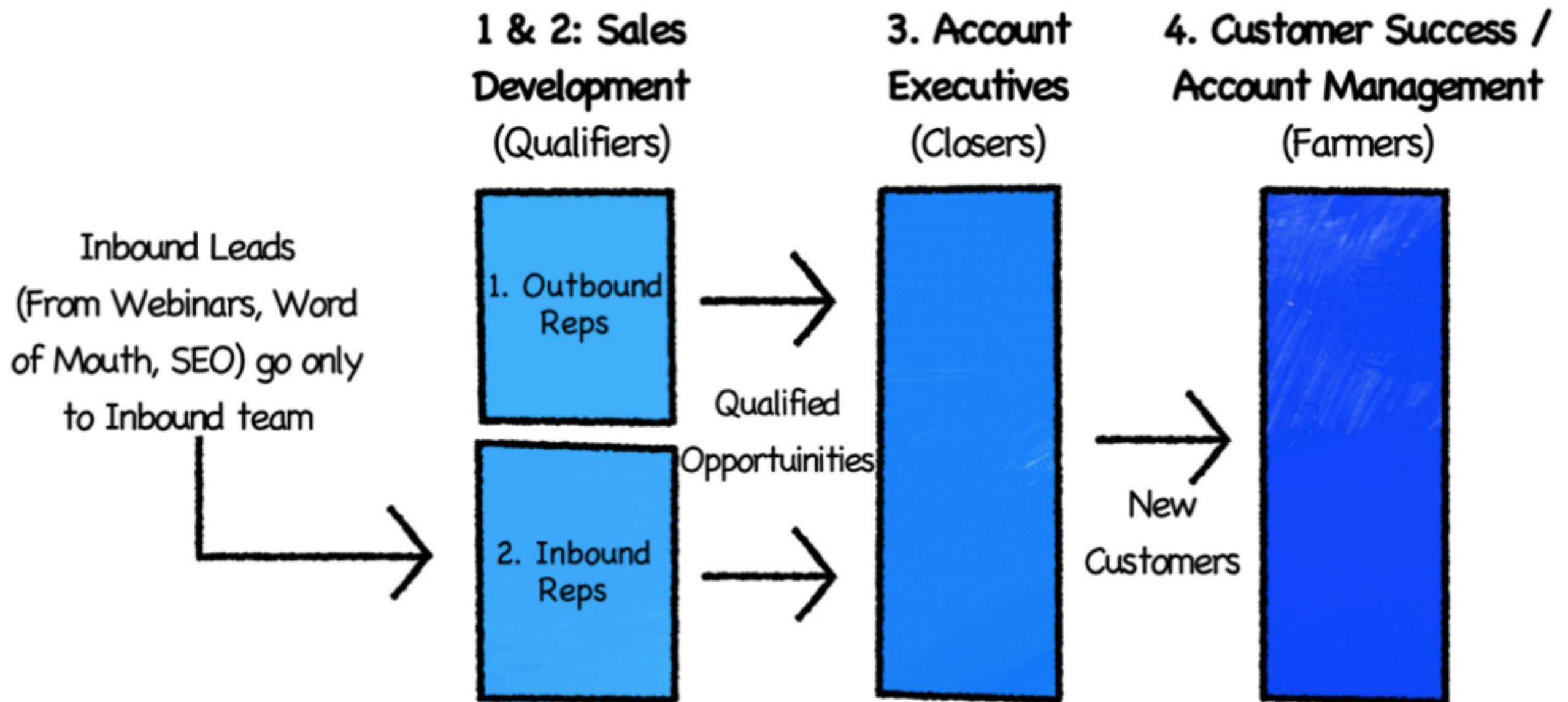
Specialize:

Prospects prospect and Closers close

Focus:

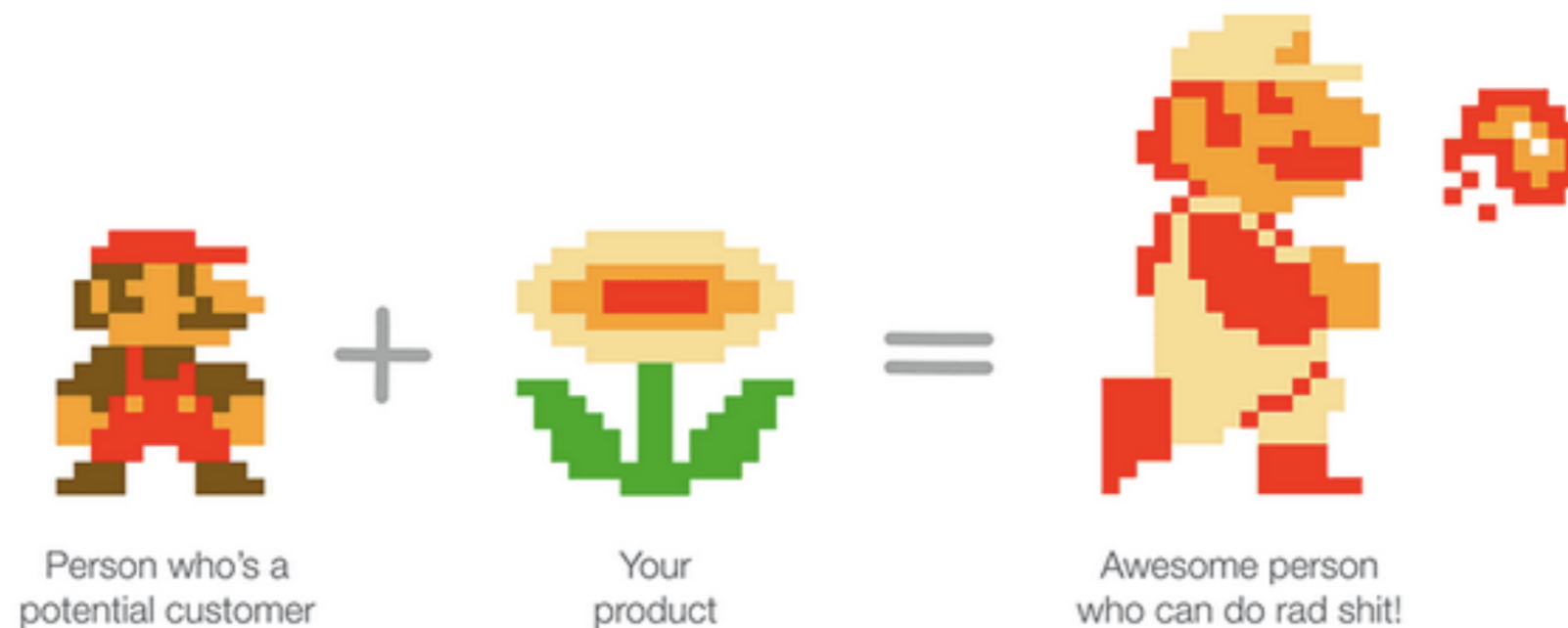
Lack of focus leads to inefficiencies and frustration.

Specialize and Focus



Phase 4. Customer Success (4-5 year)

- It means to systematically reduce customer churn, increasing upsells, increasing referrals, helping capture more case studies and testimonials.
- Seeds are grown through creating happy customers, who refer others, and who remain as customers for years.
- The best way to grow your seeds is through a repeatable program that ensures your customers are successful.



Writing your emails





"I didn't have the time to write a short letter,
so I wrote a long one instead."

-Mark Twain

Problems with emails

- People are bad at grammar
- No proper formatting and spacing
- No background research
- No personification. The only thing that changes is recipient's name
- Texts are long, boring and confusing
- Too many me-me-me stuff, no value
- No call-to-action or it's confusing
- Disruptive follow-ups that doesn't bring any new value

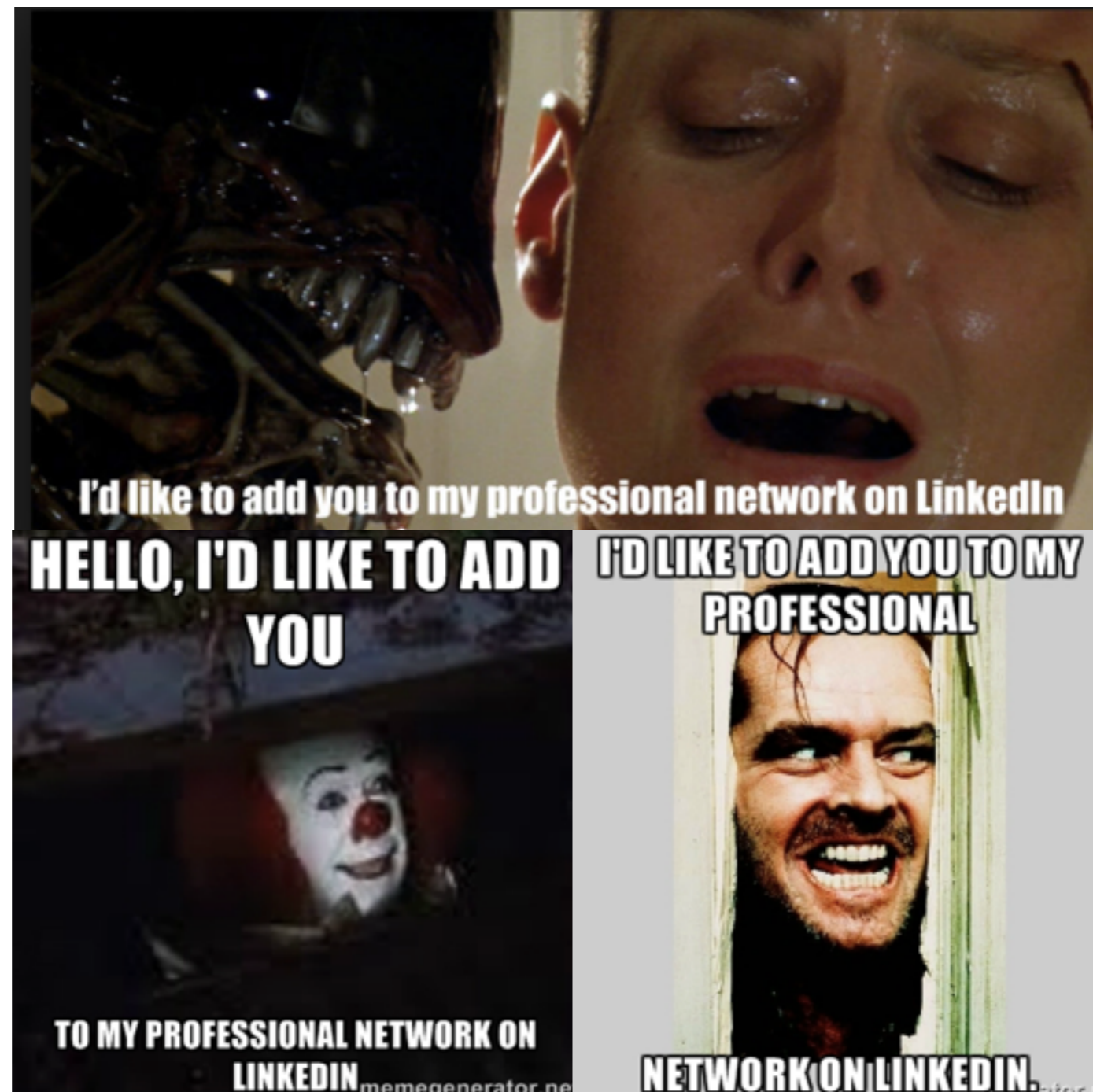
Typical mistakes of Follow-ups

- Sending “Just following up”; “just checking in” emails
- Being boring
- Offering no value
- Disruptive (don’t write to people on FB or skype)
- No experiments

How sales people think of their emails



How others think



Your perfect email check-list

- **Exciting subject line.** Your gatekeeper, 50% of work should be spent crafting and testing it. You want to create an exciting but credible (not spammy or salesy) subject that intrigues recipients.
- **Personal feel.** Should have the same basic format and tone of an email you'd send to your mom or best friend. When you're too formal, you sound stiff
- **Social proof.** One of your biggest barriers to selling is risk. No one wants to be the first customer and work with a company without credibility or experience. Mentioning your past success with another client they've heard of makes this offer more realistic and obtainable.
- **Enticing offer.** Give your prospects a reason to respond, and a simple call-to-action.

Your email should be...

- Short, laconic, actionable
- Personal
- Easy to read and to the point
- No hipster stuff please, no jargons, buzzwords
- No mistakes/typos*
- Well formatted
- No attachments, minimum links
- Valuable to a prospect (answer to yourself: Why should he care?)

Just one typo in the subject line can decrease response rates by 15%!

Example from Hubspot

10x [prospect's company's] traction in 10 minutes

Hello [first name],

I have an idea that I can explain in 10 minutes that can get [company] its next 100 best customers.

I recently used this idea to help our client [SaaS company/competitor] almost triple their monthly run rate.

[First name], let's schedule a quick 10 minute call so I can share the idea with you. When works best for you?

The results of this email spoke for themselves:

57% open rate

21% response rate

Outcome: 16 new customers

Example from my inbox

Subject: Artyom, your prospects are talking to QuickMobile

Hi Artyom,

Imagine getting the contact info of any prospect that engages with competitors like QuickMobile or DoubleDutch, or when they share industry news.

We are already working with a select group of B2B SaaS companies like Sysomos and Vidyard to help them identify the right prospects at the right time and would love to have you guys onboard.

Would you be interested in learning more? Let me know and I will put something on the calendar.

Tukan
CEO
LeadSift
@tdas

What worked with Big Brands

- ABH - Always Be Helping. Get what **you** want by helping them to get what **they** want. Be a Consultant, not a Salesman
- Replace Call-to-Action with Call-to-Value
- Find a “Champion” or an “Ambassador” in a big company who will promote your company through the entire organization. Make him happy.
- Offer them free/discounted service. Integrate with them. Make it effortless.
- ABL - Always Be Learning

We're looking for

- Lead Generation / Research Specialist
- Customer Success Associate/Sales Assistant
- Customers Support Specialist
- Recruiter
- iOS and Android Engineers
- UI Designer
- Front-end (Markup) Engineer

