



WIN THE MARKET

Win the Market is similar to Start-in-Garage in that you learn to address the market within a controlled environment. Your idea will be challenged if it can survive in the market. Which market(s) do I go after, which first, how to leverage from one market to the next, how do I go global?





WIN THE MARKET

HOW TO GET INTO THE MARKET

Overview:

Advanced software and internet business topics covered by Win the Market educational program. The topics include software sales, business in social media, investing in technology companies, leadership and team building and other. Win the Market focuses on topics: Sales in technology business, Investing in technology companies, Social Media for growing business, IT leadership and team building



Course Number : #5



Number of Days : 3



Audience size : 15<=20



Number of courses per year : 3



Pre-requisite : Program #4



Target Audience : Entrepreneurs, Intrapreneurs, Software startups and early stage companies



Outline

Sales of software products and services: From art to process

Sales are one of the areas of business that determine your company's success in the market. Your products and services may have a number of analogues and substitutes. But success in business, as a rule, is achieved by those who are better than their competitors in the field of sales. For technology companies, successful sales are a matter of business viability.

This course is recommended both to representatives of start-up teams, as well as to managers and specialists of existing businesses.

Three days of intensive and fruitful work, rich in role-playing games, group discussions and exercises, will help participants to form a radically new vision of the organization of sales of software products and services. The course is conducted as part of the Win the Market high-tech educational program for entrepreneurs, which is a logical continuation of the Start in Garage program that has already become a bestseller.



Outline

For whom will be this useful

The program will be useful to participants in the chain of sales of software products or services:

- ★ sales managers;
- ★ account managers;
- ★ telemarketing specialists and managers;
- ★ managers and marketers;
- ★ business development managers;
- ★ product managers;
- ★ participants of start-up teams and innovative projects;
- ★ internal customer oriented managers.



Content of the program

The program details the following topics:

No	Theme	Description
1	Introduction Basic principles and definitions in sales	<ul style="list-style-type: none"> - categories of sales: office supplies, infrastructure, means of production, enterprise software; - pricing, pricing based on the perceived value of the goods; - high-touch vs. high-tech: an individual approach to large customers against massive sales to small and medium-sized businesses.
2	Increasing the base of potential customers (lead generation process)	<ul style="list-style-type: none"> - The organization of an entering stream of clients (inbound) and outgoing (outbound) marketing; - Outbound telephone marketing: do not make cold calls; - preparation, carrying out calls and personal meetings with customers; - transfer of potential customers to sales: evaluation using a sales card (opportunity scorecard).
3	Elements of direct sales. Building a direct sales system	<ul style="list-style-type: none"> - qualification of transactions according to the CIRKACH method; - managing the sales cycle of complex products: identifying initiatives and value propositions, creating a customer's sense of the importance of making a purchase decision, protecting against competitors, confirming a customer to make a purchase, final negotiations, closing a deal, implementation; - building a sales department: search and selection of employees, division into "hunters" and "farmers", plans and motivation of sellers; - Sales funnel management and automation tools (CRM).



No	Theme	Description
4	Specificity of various sales models	<ul style="list-style-type: none"> - sales to large corporate clients: entry and conquest of large corporate customers, access to executive decision makers (closing level), closing a deal; - building sales through partners: searching and establishing channel partners, selling through partners (distributors, resellers, dealers, etc.), increasing the awareness of products (brands), encouraging partners to promote your products and services; - proven management techniques, forecasting and completion of sales, implemented through partner channels; - Specific sales in Europe and the USA.
5	Sales specifics of "breakthrough" innovations (disruptive innovations)	<ul style="list-style-type: none"> - the difference between permanent and breakthrough technologies; - models of market perception of a new product: "Sales in the early market", "Bulb", "Bowling", "Tornado" and "Glavnaya Street"; - features of the organization of sales of breakthrough innovations.
6	Conclusion	

The complete set of materials:

- ★ workbook: form for assessing potential sales (opportunity assessment scorecard);
- ★ call planning template;



- ★ patterns for making business development decisions;
- ★ examples of telemarketing call scenarios;
- ★ company and executive research templates;
- ★ example of the form of a portfolio of potential orders (transaction pipeline template);
 - ★ cases of building a sales system in software and SaaS companies;
 - ★ results of group work / developments;
 - ★ reader: articles for further development.

Practical Exercises :

- ★ team assignments: role-playing, presentation of decisions, moderated discussion;
- ★ exercise book exercises;
- ★ cases: PTC, VMWare, Forecsys, SalesForce, etc.



Results

You can :

- ★ raise the average transaction value and increase turnover;
- ★ increase the speed and shorten the sales cycle;
- ★ improve sales performance and forecast accuracy;
- ★ increase the flow of potential orders and improve its quality;
- ★ organize an effective sales system: choose the structure and organization to speed up the sales process;
- ★ Transform the characteristics of your products or services into the objectives and financial goals of your customers' businesses.



You will learn:

- ★ what are the specifics of sales of software products and services;
- ★ what are the main indicators of sales, and how to achieve their increase;
- ★ how to build a sales process;
- ★ what sales channels are there;
- ★ what is more effective direct sales or sales through partners;
- ★ how to build an effective sales channel through partners;
- ★ how to plan sales;
- ★ how to achieve prediction accuracy.



innova.ventures is a globally active management consulting firm. Our mission is to enable companies to become more innovative. Our target companies range from start-ups to scalable enterprises. Our services span from light weight coaching, mentoring and consulting to heavy lifting access support to global markets.

Our Office:

innova.ventures GmbH
Edelweißstr. 9, 83620 Westerham , Germany

Email : info@innova.ventures

Phone : +49 8063 256 9070

Fax : +49 8063 256 9072

Website : innova.ventures