





STARTUP-CHECK!, PRODUCT-HECK YEAH! SALES-WTH? SEPTEMBER 28TH, 2018

Bob McNeil and James Foy

The Denver Hispanic Chamber Commerce & Colorado Technology Sales Roundtable

OUR MODERATORS



- 1 +jamesafoy@gmail.com
+bob.mcneil@coloradotechnologysales.com please
insert a picture and fill out your bio here.

Assigned to James Foy

Samuel Thomas Elliott, 9/26/2018

OUR PANELISTS



2 - Jennifer Aichele, Former Consulting CFO of Lyft contributing to \$310m Venture Capital financing during her time.

-4th Panelist



Tamila Bauer: Former CMO, Summit Automotive Partners, Executive Leader, Consumer Behaviorist, Practitioner of Neurolinguistic Programming and Inspiring Speaker.



Art Rancis – Former VP & GM, Ball Aerospace, Blackstone Advisory Group, Board Member of the Deming School at CU Boulder.



Jason Robbie – Has taken his marketing firm from a staff of two to 33 staff in two years.



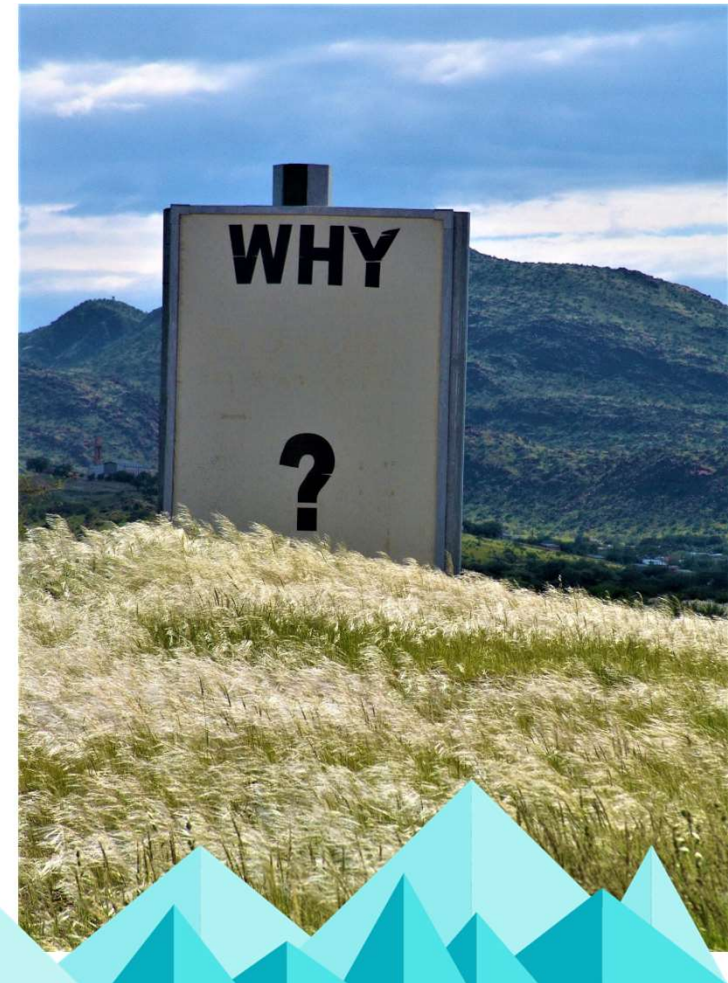
- 2 Does this work +jamesafoy@gmail.com We discussed on Sunday we needed to update the bio and upon first read you said this was good. Just want to double check.

Assigned to James Foy

Samuel Thomas Elliott, 9/26/2018

WHAT IS IN IT FOR ME-WHO DOES THIS PERTAIN TO

- A founder with Series A funding
- A founder pivoting
- Sales needs to be rebooted.
- Did your personal rolodex dry out?



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Hispanic Chamber of Metro Denver

The Hispanic Chamber of Commerce of Metro Denver is a membership driven organization comprised of small-business owners, corporate representatives, community leaders, and association members representing various professions. With over 2,500 members, the Hispanic Chamber is the state's largest minority Chamber, and one of the top four chambers of commerce in Metro Denver.



Hispanics in Technology

Hispanics in Technology addresses the under-representation in technology by creating a platform that is open but has an emphasis on Hispanics and how Hispanics can increase their participation in technology focused industries.



REALLY, YOU HAVE SOMETHING WORTH SAYING?



- 600 member meetup
- The largest sales profession meetup in Colorado
- Two chapters (Denver & Colorado Springs)
- Putting the *Professional* back in “Sales Professional”



**Colorado Technology Sales
Professionals**

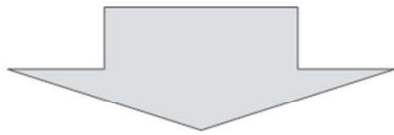


Game Changers - A Brand Close Up

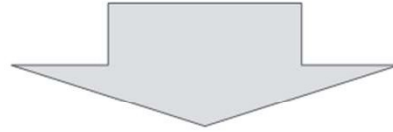
What can we learn from Starbucks



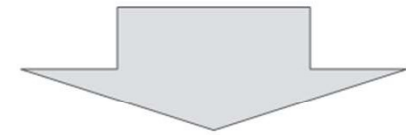
CULTIVATE PERSONAL
PASSION



BUILD AN EMOTIONAL
CONNECTION



STAND FOR SOMETHING



BRAND EVOLVEMENT & RE-EVALUATION

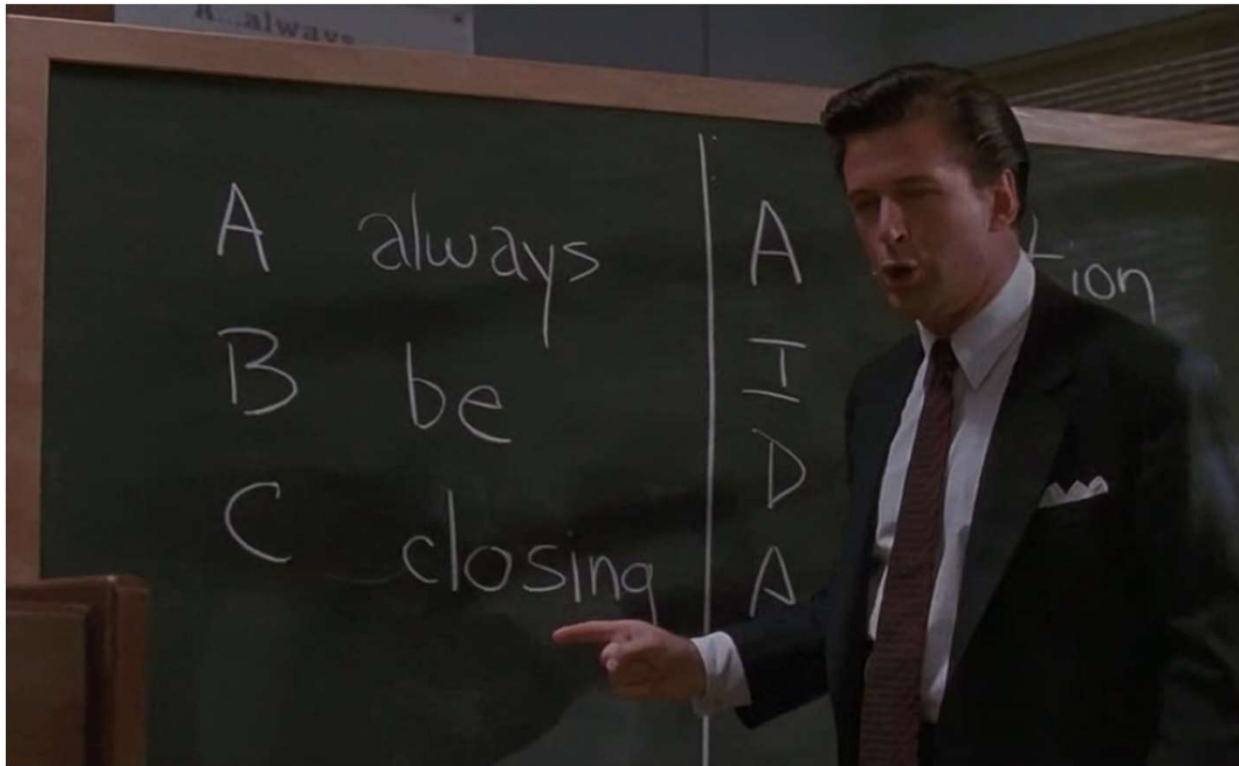
What are we passionate about?

How do our passions align with our customers' passions?

How can we offer more to build a connection?

What do we stand for and how can we communicate that in an authentic way?

ALIGNING SALES WITH CULTURE



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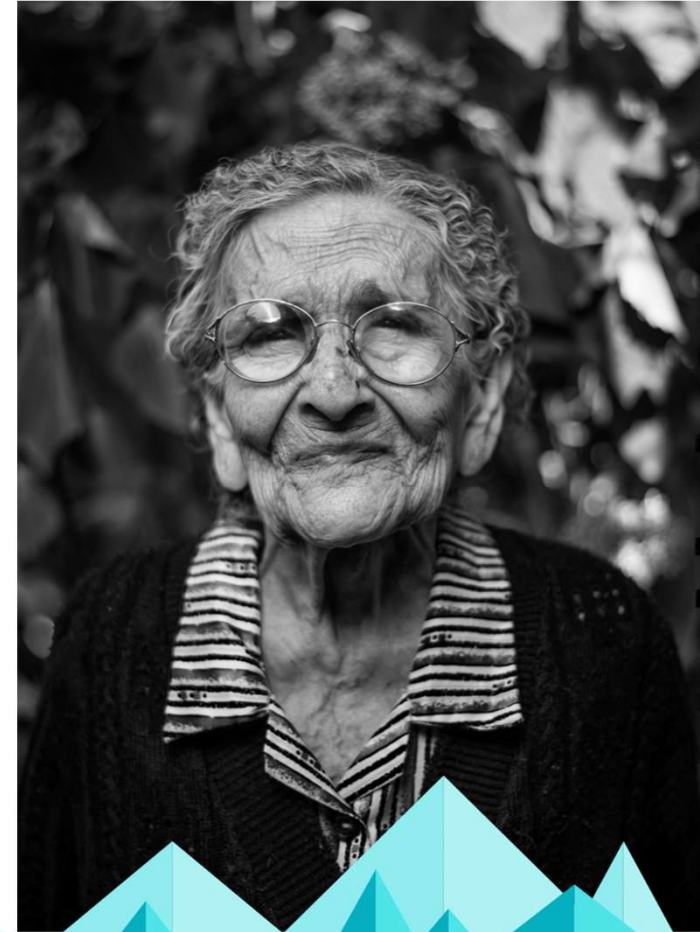
https://youtu.be/AO_t7GtXO6w



THE ELEVATOR PITCH/COLD CALL

Your Elevator Pitch Defines Your Business

- Are you buzzword happy?
- Demographics and firmographics
- Can you explain it to a five year old? Your grandmother?



SALES OPERATIONS-WHERE YOU MEASURE AND CONTROL

- CRM
- How agile is your framework?
- Prospecting
- While content is King-it is not everything
- Budget?
- Do they place nice together
- If you can't measure it, you can't manage it.



SALES TOOLS

- LinkedIn, Dun & Bradstreet / Hoovers, ZoomInfo
- Develop a marketing department – they fill the top of the sales funnel
- An 'air war' to support the sales 'ground war'
- Understand the tools that marketing is using



SALES COMPENSATION

- Are your sales reps aligned with your sales cycle
- Transactional sales people vs enterprise
- Commission only plans? Expect mercenaries
- Loyalty for loyalty
- Salespeople thrive on accountability, too.



SOCIAL MEDIA

- Marketing on the Cheap
- Fivver.com
- The more (content) you give, the more you get back
- Publish often, write stuff that is worth reading
- Push articles on a *monthly cadence* or more to:
 - LinkedIn Groups
 - Company page on Twitter, LinkedIn, Facebook, Instagram, etc



CONCLUSIONS

→ Q&A



CONNECT



<https://www.meetup.com/Colorado-Technology-Sales-Meetup/events/>

- Bob McNeil <https://www.linkedin.com/in/robertmcneil/>
- James Foy <https://www.linkedin.com/in/jafoy/>
- Danielle Brockman <https://www.linkedin.com/in/daniellebrockman/>
- Tamila Bauer <https://www.linkedin.com/in/tamilabauer/>
- Jen Aichele <https://www.linkedin.com/in/jenniferaichele/>
- Jason Robbie <https://www.linkedin.com/in/jason-robbie-3b044a4/>
- Art Rancis <https://www.linkedin.com/in/art-rancis-89710/>
- Danielle Kling <https://www.linkedin.com/in/danielle-marie-kling/>



*“Your brand is what people are saying about
you when you are not in the room.”*

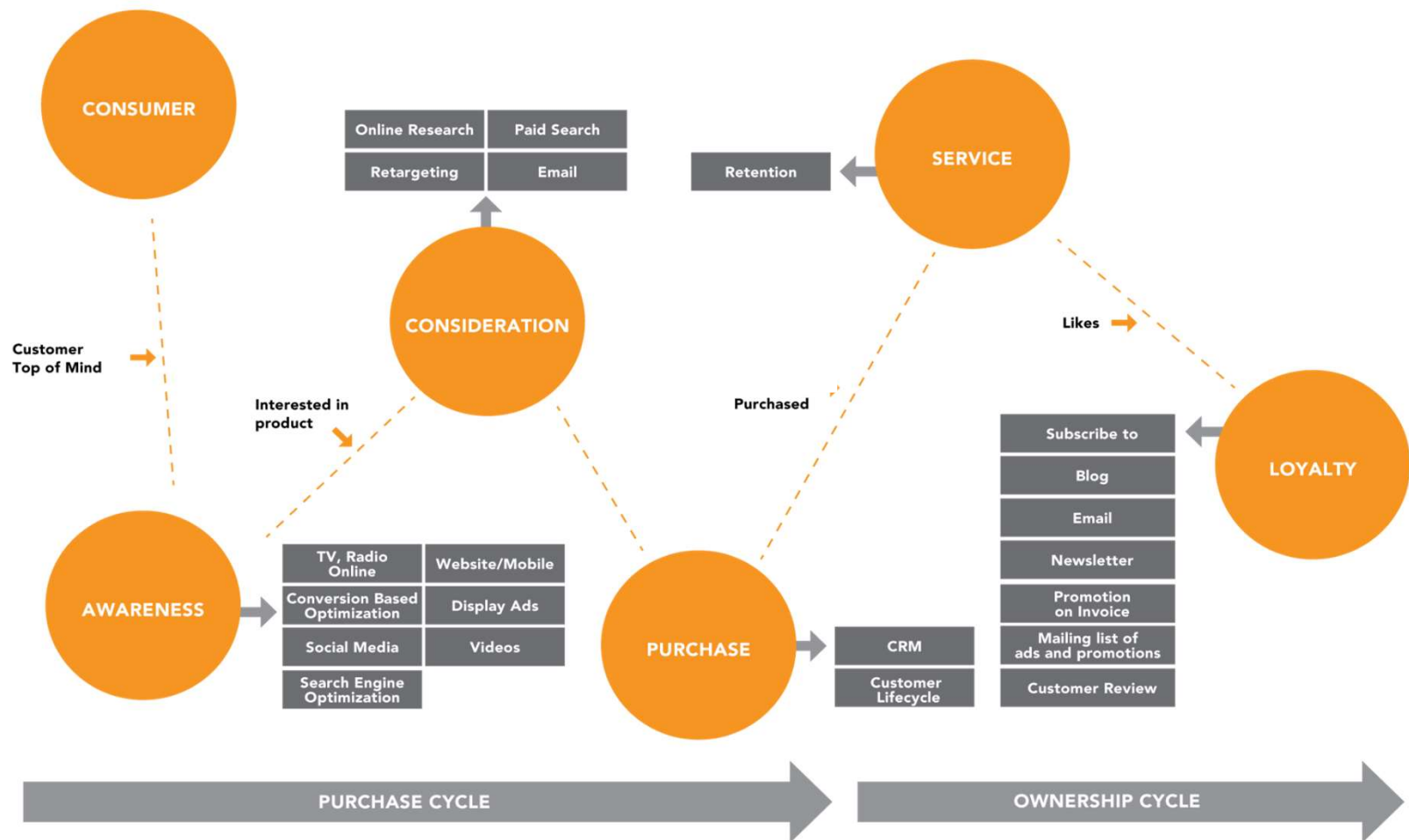
- Jeff Bezos,
CEO Amazon.com



Appendix



Consumer Journey



Companies Must Master the Four CX Core Competencies

Do your leaders operate consistently with a clear, well-articulated set of values?

**PURPOSEFUL
LEADERSHIP**



**COMPELLING
BRAND VALUES**



Are your brand attributes driving decisions about how you treat customers?

Is customer feedback and insight integrated throughout your organization?

**CUSTOMER
CONNECTEDNESS**



**EMPLOYEE
ENGAGEMENT**



Are employee fully committed to the goals of your organization?



- 3 Love the citation. Maybe incorporate more of these throughout?

Samuel Thomas Elliott, 9/26/2018

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The sky is blue with some clouds, and the water is a deep blue. The iceberg is white and jagged.

Surface
Brand

Name
Logo
Taglines / Slogans
Brand Identity
Advertising

Website
Social Media
Store Front
Facility
Apparel/Name
tags

**Looks
Like**

Experiential
Brand

Strategic Plan
Research
Environments
Service and Delivery
Pricing
Engagement
Customer Loyalty
Database / CRM
Community Impact
Operations

Policies / Process
F&I
CSI Scores
Internal Communication

Welcome Orientation
Human Resource
Culture (inward)
Training
Recruitment
Reward and Recognition

**Acts
Like**

**Brand
Equity**

CONSUMER IS AT CENTER



EXPERIENCE MATTERS



BUSINESS RESULTS WIN

