

# Techie Turned To Sales

Presented by  
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DataKitchen



# Topics

- Background: Gil & DataKitchen
- Early Selling
- Mission & Segmentation
- Current Selling Activities

# Gil Benghiat – working with data

- Network Management Data
- Database Management
- Clinical Trial Data
- Pharmaceutical Sales Data
- Data Liberation
- Data Preparation



PHASE•FORWARD.



Solid Oak Consulting



# DataKitchen

- Data Preparation for Analysts
- Offering
  - Start up service
  - Software **product** subscription
- Customers: fewer-bigger (not walk up)
- Data issues addressed
  - Data Scale
  - Drudgery of repeated integrations
- Bootstrapped



## Sales started with company formation

- Market research from founder's "rolodex"
- Question "Will you buy it?"
- ~6 Pivots
- Steve Blank / Eric Reis – MVP in customer's hands
- Can we find someone to pay to make the pain go away?
- Our first customer came from this group.

## From talking with people

- We defined a narrow segment
  - Analyst that just wants the data
  - Specific industry and data sets
  - Company age
- We refined our mission



## More traditional marketing

- Keep customers 100% referenceable
- Newsletter
- Website and blog
- Workshop meet-up on Big Data Technology
- Attend
  - Venture café
  - Conferences and user groups
- Work with partners and their sales teams

## Cold calling

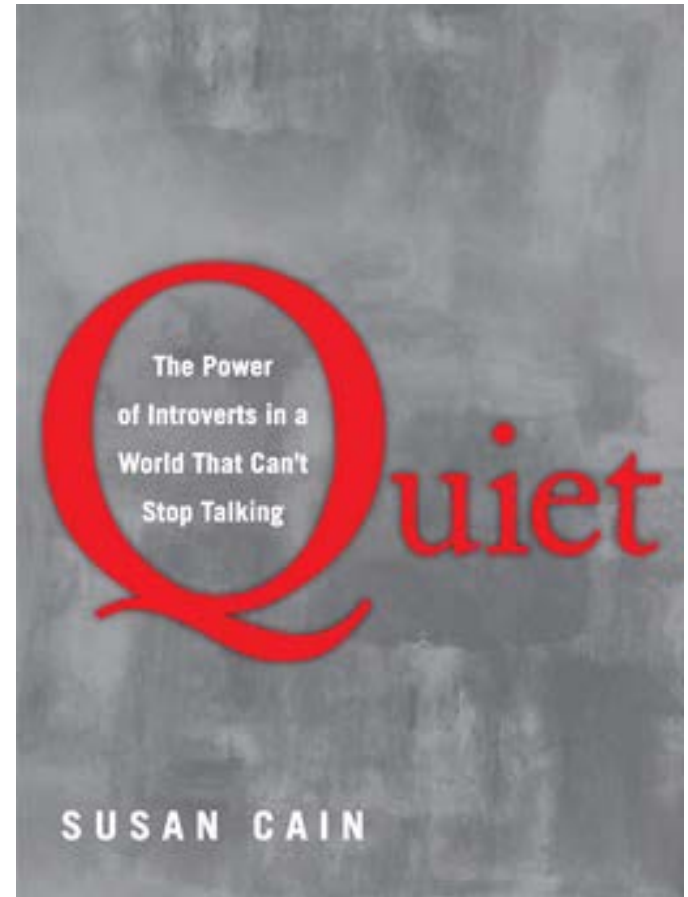
- Educated first
- Use narrow segment to identify customers
- Attitude
- Not selling, solving
- Customer's prospective





## Be true to yourself

- The best sales person was an introvert
- He was a great listener



# Thank you

- Further Questions and Requests:
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