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Startup Sales

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Intro

- West Boylston, MA - UNH BSME
- Teradyne, Fujitsu Consulting, Attivio
- Co-Founder at Kona DataSearch
- Salesforce Community since 2010
- Northeast Dreamin' Salesforce Event Committee



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Enterprise Sales: It's a Mindset

Storytelling: Conflict - Solution - Outcomes

Pricing: Reward Early Adopters



Your Solution: Nice / Need to Have?

Marketing: No Budget? Get Creative!

Get Involved in the Community



SELL. SERVICE. MARKET. SUCCEED.



Lessons Learned

Enterprise Sales: Sound and Act like a big player

Marketing: Go Grassroots / Boots on the Ground!

Dump the Features! Tell the Story!





Thank you!

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