Creating a Technology Services Company

IEEE Boston Entrepreneurs’ Network &
IEEE Boston Consultants’ Network

January 3, 2012

Joe Sanromá, DBA Partners
jsanroma@computer.org
Growing and Increasing Sales

- Large/Small Company Professional Services
- Practice Manager – PM
- Incentives $$$
- 5 Rules
Practice Manager – PM (everything)

- Field rep + gig supervisor 50/50
- On the road
- Home office
- Prospecting
- Sales calls
- Quota
- Compensation – salary, draw on commission, expenses
- Increasing: e.g., 6, 15, 30%
5 Rules of Selling

- Attention
- Interest
- Desire
- Conviction
- Close
Growing and Increasing Sales

- Large Company Professional Services
- Practice Manager – PM
- Incentives $$$
- 5 Rules
- “Nothing happens until you sell something”
Expanding Business Relationships

- Networking
  - IEEE, Prof Societies, Trade groups, Church/Synagogue, Athletic org, ??

- Social Networking
  - Linkedin – status 140 char field
  - Twitter
  - Facebook – separate persona – IEEE Boston Section

- Group participation