

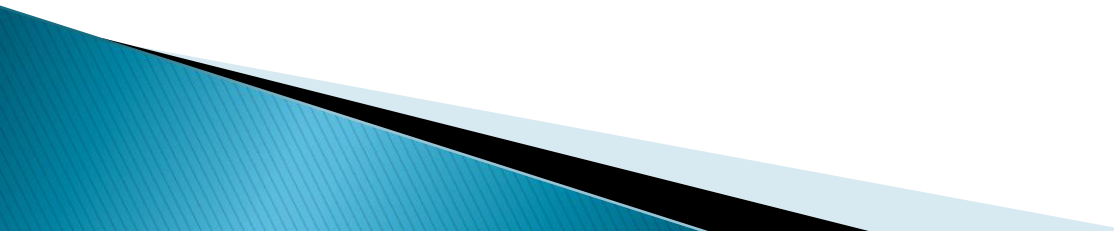
Creating a Technology Services Company

IEEE Boston Entrepreneurs' Network &
IEEE Boston Consultants' Network

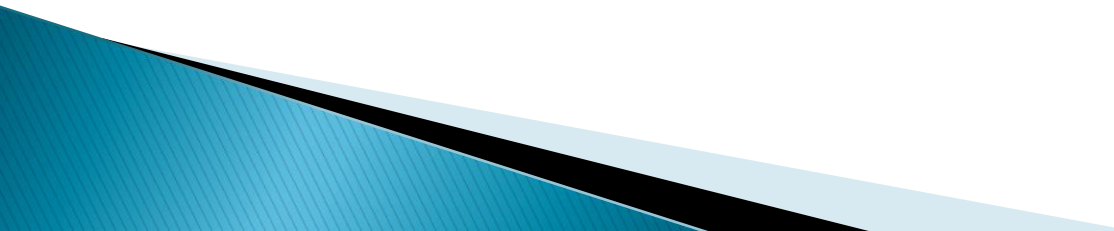
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Growing and Increasing Sales

- ▶ Large/Small Company Professional Services
 - ▶ Practice Manager – PM
 - ▶ Incentives \$\$\$
 - ▶ 5 Rules
- 

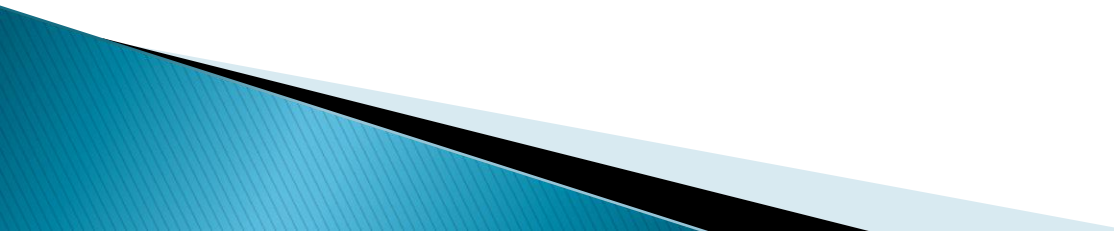
Practice Manager – PM (everything)

- ▶ 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%
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5 Rules of Selling

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

- ▶ Large Company Professional Services
 - ▶ Practice Manager – PM
 - ▶ Incentives \$\$\$
 - ▶ 5 Rules
 - ▶ “Nothing happens until you sell something”
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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 Seciton
- ▶ Group participation