

THE « **SALES JUMPSTART** » PROGRAM FOR TECH START-UP

SIGNING MORE & LARGER CUSTOMERS FASTER

Your
Logo



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DEEP ROOTED BELIEFS...

... MAKING YOUR SCALING* EFFORTS FAIL

BELIEF 1



Our
Technology
is Unique...
it will Sell
Itself



They don't care about YOU



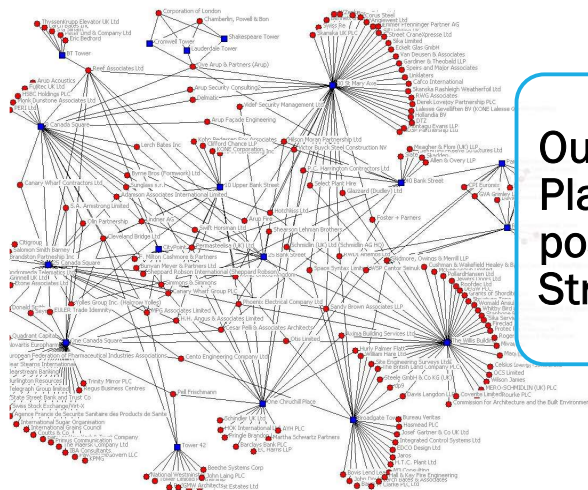
*: scaling through winning new customers

15/02/2021

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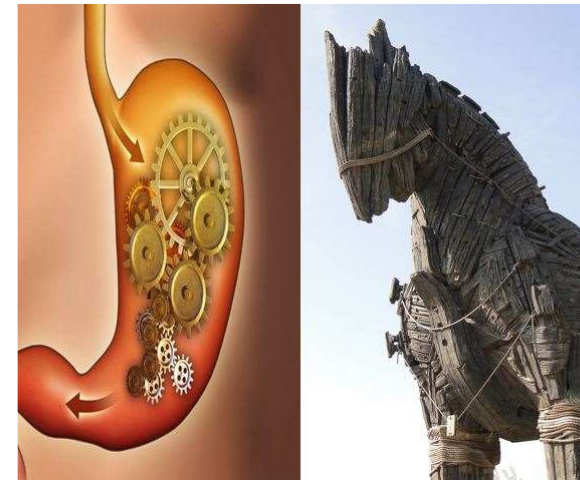
BELIEF 2



Our Holistic
Platform
positions us
Strong



Surgical Insertion to Start



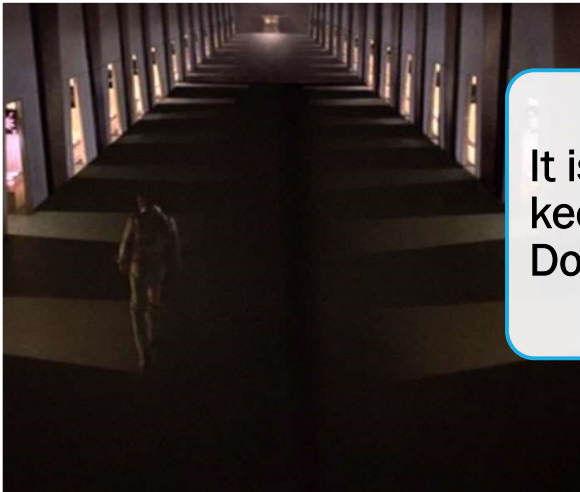
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BELIEF 3



It is good to
keep many
Doors Open



Wood behind the Arrow

Focusing is about
saying No.

Steve Jobs

 quoteafancy

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BELIEF 4



Product Business is « Harder »



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Wave4Growth
RADICAL SALES IMPROVEMENTS

BELIEF 5



Mices
Cannot
Dance with
Elephants



The Perfect Match



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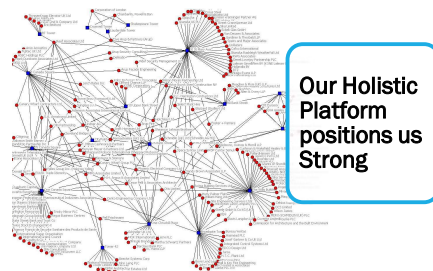
BELIEF 1



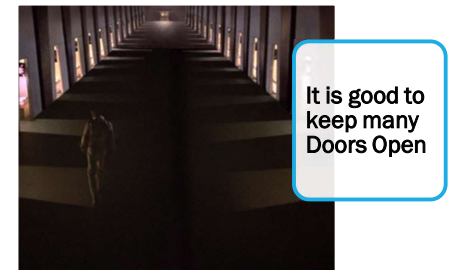
BELIEF 4



BELIEF 2



BELIEF 3



BELIEF 5



- Difficult to secure a « first » meeting...
- Soft traction after the first meeting...
- After 9 months and 7 meetings, lost in the maze...and still no deal in sight...

⇒ « *Do we have poor Sellers ?* »

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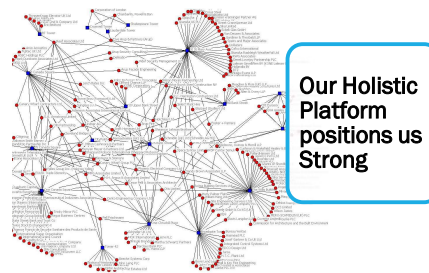
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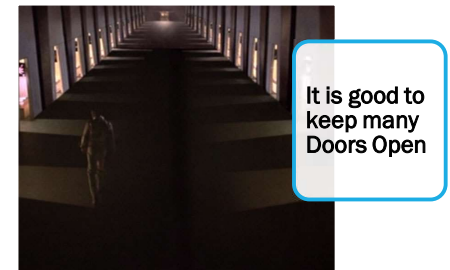
BELIEF 1



BELIEF 2



BELIEF 3



BELIEF 4



SPOILING
YOUR FIRST TIME
IMPRESSIONS ?

BELIEF 5



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SHIFTING YOUR MINDSET...

... WILL CHANGE YOUR GAME

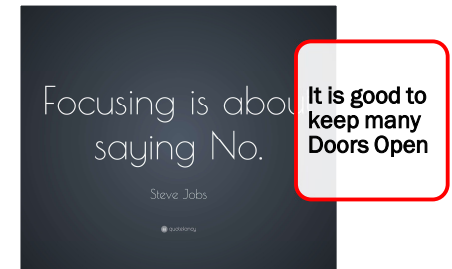
They don't care about YOU



Surgical Insertion to Start



Wood behind the Arrow



Sell Product is Harder



SIGNING MORE & LARGER CUSTOMERS FASTER



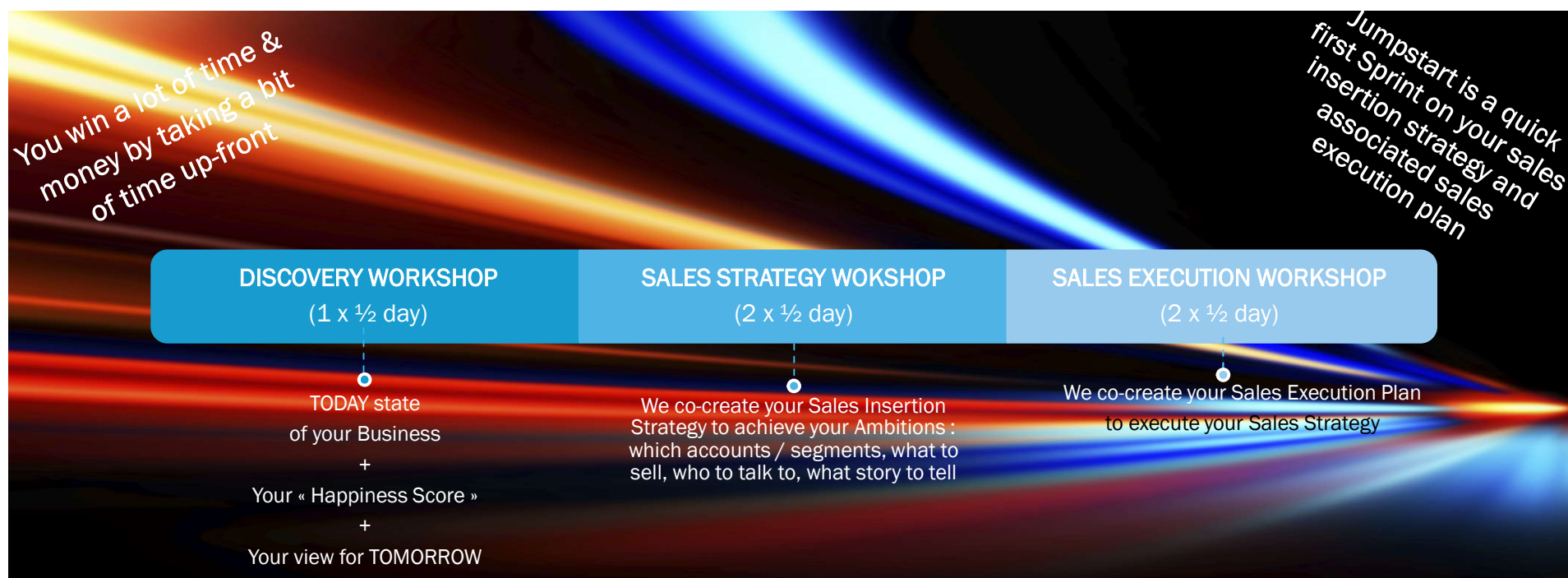
The Perfect Match



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THE « **SALES JUMPSTART** » PROGRAM HAS THREE STEPS



Note : the 5 x ½ days might split differently across the three steps, based on your specific case (i.e. 1 + 3 + 1 and not 1 + 2 + 2)

THE SALES JUMPSTART PROGRAM HAS THREE STEPS

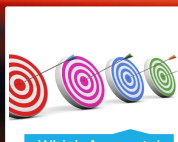
DISCOVERY WORKSHOP

(1 x ½ day)



SALES STRATEGY WOKSHOP

(2 x ½ day)



Which Account / Segment ?



What to Sell ?



Who to Talk to ?



What Story ?

SALES EXECUTION WORKSHOP

(2 x ½ day)



Sales Vision & Ambitions
Current Customers
Solutions & Use Cases
USP & Benefits
Objections & Alternatives
GTM
On-Line presence
Sales Funnel
Collaterals



Key Accounts/Segments
Sales Prioritization
Pragmatic
Account/Segment
Insertion Plan
Persona to Engage
Story to Tell

Key Sales Initiatives
Resources & Investments
Team Governance
RTB : Sales Plan,
Territories, Calls Plan,
Reporting, Funnel
Management , Key
Opportunities, ...
Sales Support

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KEY BENEFITS FOR YOU

1. Stop Spoiling your "first time impression" when reaching out to prospects.
2. Win a lot of time and money by taking a bit of time upfront, defining the right sales focus and actions plan.
3. Embrace the selling approach of successful Start-Ups.
4. Align your Team behind the "Ambitions" and "How to get there".
5. Secure "first" meetings and follow-up traction with promising prospects.
6. Sign new and bigger Customers... making your scaling efforts work.
7. Interlock Sales with other functions within your Start-Up.

16/02/2021

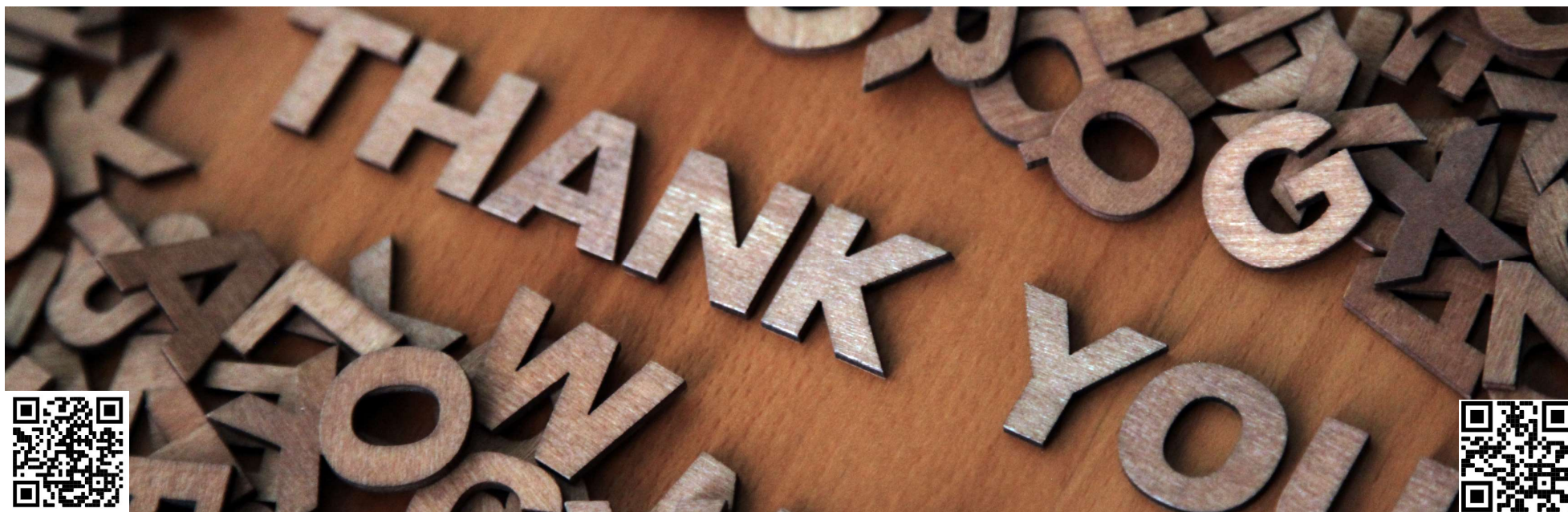
NOW IS THE TIME...



Fasten your Seat Belt...Go « Sales Jumpstart » ...and hit the bull's eye

Be prepared to make decisions... you are the Pilot !

...You only have one chance to make a first good impression



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Labellisé RW Chèque Entreprise Croissance



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