A winning
sales strategy

Selling is crucial to the success of any B2B tech startup, but you must make it a priority to deliver success, which means a comprehensive sales strategy is a must.

At Sales for Startups, we build and optimise sales and marketing operations for technical founders of B2B tech companies so that you can produce predictable revenue, deliver extraordinary value and secure further funding.

What is a sales strategy and why is it important?

A sales strategy is a bespoke plan created and implemented by a business to outline how you're going to sell your product, who you're going to sell it to, who's going to sell it; and finally which strategies and processes will enable you to gain an advantage over your competitors and increase revenue quickly.

The sales strategy requires input from the core team including: leadership, product, sales, marketing and customer success.

What challenges are you currently facing?

We're often approached by Founders who have the following difficulties:

Uncertainty around who their target market is or who it should be.

Knowledge gap in terms of team structures, needed hires and their roles and responsibilities.

Lack of clarity and consistency around articulating their value proposition.

Over engineered processes and tech or lack thereof that hinder, rather than help, rapid growth.

What do we do to help you overcome them?

What you share:

- Funding team goals
- Access to sales and marketing systems
- Sales and marketing collateral
- Financial and customer invoice data

What we add:

- Industry and competitor research
- Financial and transactional analysis
- Sales and pipeline data analysis
- Guided and tailored team workshops
- Leverage sales leadership experience

What we deliver:

Sales Strategy
Which objectives and why

Sales 90 Day Plan
When and how you achieve those

Strategy Review Call
One to debrief with your CRO

How do we go about delivering this sales strategy?

What you share:

- We deploy one of our rigorously vetted CROs (Chief Revenue Officers) with proven startup experience at the Pre-Seed to Series A Stage.
- We deliver the Sales Strategy & 90 Day plan within 2 weeks of the last workshop.
- We then offer the option to enlist us to help implement the Sales Strategy and 90 Day Plan.

Customer Highlights

Since founding, Sales for Startups has assisted over 70+ Pre-Seed to Series A b2b tech startups.

Below are some of the key results from our work:

117%	150%	50%
Average Revenue Increase	Deal Value Increase	Reduction in Sales Cycle

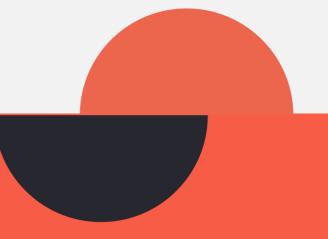| 209%	120yrs
Proposal Win Increase	Combined experience at Sales for Startups

The team at Sales for Startups provided us with clarity at a time when we needed to hit the reset button on our sales strategy. They helped us to refine our value proposition and focus our sales efforts in the right place. Delighted we took the decision to engage with them.

Stephen Rice, CEO at TalentSensus

Want to find out how we can deliver a winning sales strategy for your business?

Book a consultation call Sales for Startups.

Book A Consultation

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SALES FOR STARTUPS

Building Better SaaS Sales Operations for Tech Founders