

The Sales for Startups Guide for
B2B Tech Companies:
7 Alternatives to Sales for Startups

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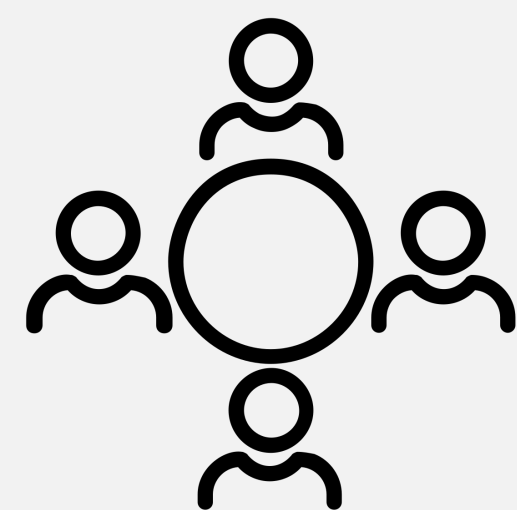
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This guide has been created to share the many alternatives you have at your disposal to convert more opportunities, grow your customer base and ultimately deliver more predictable revenue.

We take a close look at the advantages and disadvantages of each path to help you make the best informed decision you can.

Leveraging the Board

Leveraging the board



- Your board are an excellent source of specific advice and guidance on how to grow your business in a number of areas.
- They are normally equity holders and hence there is no direct financial cost to their advice.
- You might meet once per month or once per quarter to review the entirety of the company including finances, product, people, marketing, sales and pending investment in a couple of hours.
- What the board doesn't give you is bandwidth and timely execution of your game plan.
- They can pass on their advice and what has worked for them in the past but don't have the time or the incentive to help you week to week.
- They can help with maybe with some timely introductions and referrals but will not be able to be with the troops each week to mentor, coach and guide them to achieving their goals.

We'll support you in creating and executing your game plan week in week out and we'll coach and mentor your talent to fulfil their potential.

Industry knowledge	✓
Usually no financial spend	✓
Very time poor for weekly execution	✗
Not involved in all business areas	✗
Dedicated CRO who will develop and execute the plan week in week out	SALES FOR STARTUPS

Hiring a full-time salesperson

Hiring a full-time salesperson



Employed full time	✓
Focused on one function	✓
Time spent adjusting to role	✗
Struggles with lack of clarity and uncertainty	✗
Tactical rather than strategic	✗
Combines strategy and execution at pace, and is incentivised by objectives	SALES FOR STARTUPS

- You gain a full-time employee in the business.
- They are hired to be responsible for outcomes for your business.
- How do you know who to hire?
- They will spend some time getting used to the culture of the business and are keen to become a popular member of the team.
- Your new hires are looking for a two to three-year commitment as a minimum.
- New hires in the sales function tend to be tactical as they are driving towards a specific outcome and have a narrow domain of responsibility.
- New hires are a great option when you have clarity but when you have uncertainty it is a difficult task for them as they are ill-advised to make decisions on the business strategy without your explicit approval.

We'll understand who are the right people to hire for your stage, market and maturity and then hire them and we're empowered to speak freely and make decisions that drive results.

Using a lead generation agency

Using a lead generation agency



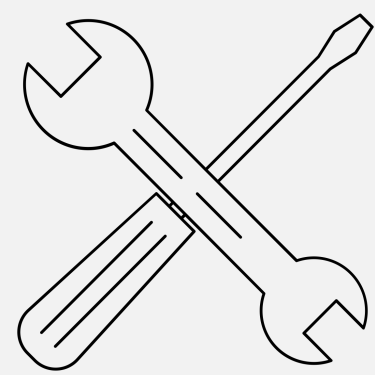
Hopefully(!) increases leads	✓
Can do the work for you	✓
Revert to favoured tactics	✗
Reluctance to withdraw	✗
Can waste a lot of team time	✗
Selects the right sales and marketing strategy & can make strategic changes	SALES FOR STARTUPS

- Lead generation agencies have their preferred specialist strategies and tactics for increasing leads.
- They can expand your bandwidth and do some of the work for you.
- The challenge is that they won't tell you that the strategy is the wrong one once you've selected them and they won't want to deviate from their specific area of expertise.
- Lead generation agencies will be reluctant to change strategies or tactics after a period of failure, as that's their area of expertise.
- If you choose the wrong lead generation partner, you will often enlist the wrong strategy and tactics as a result. The onus is on you to select the right strategy and the right partner with the right tactics.
- Any new partnership takes a lot of time and effort and for a lead generation agency to be effective they will really need to understand your business by leveraging your team's time whilst you are paying for their service.

We will select the right lead generation strategy and tactics for your business without any bias and if it doesn't work we'll change it.

Opting to do it yourself

Opting to do it yourself



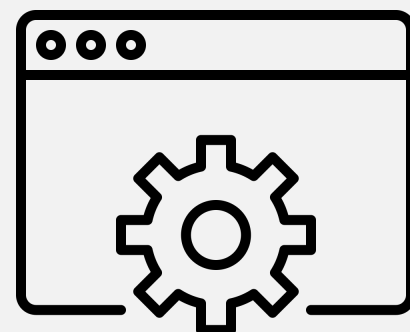
No direct additional cost	✓
Own business experience	✓
Uncertainty on what works	✗
Time poor & conflicting priorities	✗
Allows you to concentrate on your area of expertise and most valuable business initiatives	SALES FOR STARTUPS

- Lots of tech CEOs are able to get a product developed and their first few customers, which is great news as there is no additional direct cost for this success.
- CEOs often know the sector well and are domain experts which has its advantages with connecting with your target audience.
- The challenge you'll have is managing your bandwidth.
- Who is there to keep you accountable?
- Is this really your sweet spot?

We encourage our Founders to play to their strengths and build the areas of the business which they naturally gravitate towards and those which they have deep skill and interest too.

Developing the product further

Developing the product further



Joy of shipping new updates	✓
In a natural comfort zone	✓
Distracted from root problems	✗
Doesn't improve revenue	✗
Builds pressure on finances and cash flow	✗
Forms long lasting foundations for driving predictable revenue	SALES FOR STARTUPS

- It's great to see new features and technology evolving, improvement is fuel for us.
- It's often your natural comfort zone as you built or managed the development of the product and hence seeing it being better before commercialising its use makes sense, you want it to be the best possible product.
- The challenge is that product development on its own does not drive predictable revenue.
- It can distract you from your cause of understanding whether you have found a real problem in the marketplace and seeing if people want to exchange their money for your product to solve their problems.
- Product development is costly due to the technical skill needed to develop a product and also the time and number of iterations it takes to improve the product.

We believe that we need to understand what the audience really wants to see and hence the best way to do that is to build a predictable sales machine.

Onboarding a VP of Sales

Onboarding a VP of Sales

	VP of Sales	SALES FOR STARTUPS
Previous B2B sales leadership experience	✓	✓
PAYE & NI, Software, Commissions, Expenses	✓	✗
Deploy an experienced and vetted Seed or Series A interim sales leader incentivised by objectives		✓
Access to winning practices of 60 other B2B tech companies		✓
Deep dive data analysis of your business and structured workshops with your team		✓
Flexible 2-week sprint methodology and frequent reporting on progress		✓
Access to advice from multiple B2B tech sales leaders simultaneously		✓
Pay for deliverables, not hours		✓

Choosing a solo consultant

Choosing a solo consultant

	VP of Sales	SALES FOR STARTUPS
Previous B2B sales leadership experience	✓	✓
Has limited bandwidth and prefers profitable strategy work	✓	✗
Deploy an experienced and vetted Seed or Series A interim sales leader incentivised by objectives		✓
Access to winning practices of 60 other B2B tech companies		✓
Deep dive data analysis of your business and structured workshops with your team		✓
Flexible 2-week sprint methodology and frequent reporting on progress		✓
Access to advice from multiple B2B tech sales leaders simultaneously		✓
Pay for deliverables, not hours		✓

Choosing a solo consultant

- Previous sales leaders available to hire on a fractional basis
- Gaining a lot of experience and knowledge for a small cost
- Solo consultants only have a certain amount of bandwidth, as there is only one of them
- In order to grow their business, they need more profitable work as they cannot take on more projects. So their goal is to work less, charge more.
- There is a ceiling to the experience and knowledge they can gain in a year due to there only being one of them.

Still undecided?

Selecting who can help you make your sales a success is an important decision, and not one any Founder would take lightly.

We hope our guide to some of the alternatives available to you has given you more food for thought. If you'd like to discuss any of the options with us in more detail, feel free to book in a consultation call with us today:

[Book a consultation call](#)