sales for startups

Meeting Agenda - Day 1

Subject Area: Understanding Your Value	**Date:** 23/07/18
Location: WeWork Waterhouse Square	**Time:** 8.30am - 5.30pm
Attendees:	

Objectives:

1) Meet the Founders and Team Leads
2) Review of 2018 and understand the vision and goals for 2019
3) Understand value proposition, target verticals & client types
4) Product demo and use cases
5) Preliminary review of the Sales Process

Topic	Owner	Time
Arrival & Coffee	All	8.30-9.00
Introductions - Name, Role, Hobbies, An Interesting Fact About You, What You're Keen To Get Out Of The Workshop	All	9:00-9:15
History of the company & Last Year Review - Product Dev, Revenue, Customers, Investment, Key Learns	[client]	9:15-9:40
Vision for 2019 - Customers, Revenue, Market Areas, Support, Opportunities	[client]	9:40-10:30
Break	All	10:30-10:45
[client] Value Proposition Initial Review - Sales Assets & Materials	All	10:45-12:00
Lunch	All	12:00-1:00
[client] Value Proposition - what's the gap? What's the problem we solve? What's the market? What is the cost of not solving this problem? What's the status quo? What makes us unique? Who are our competition?	All	1:00-2:30
Current Sales Process & Engagement Plan For Prospects	All	2:30-4:00
Break	All	4:00-4:15
Current Pipeline Review	All	4:15-5:30
Q&A & Feedback & Confirm Next Day Agenda	All	5:30

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Meeting Agenda - Day 2

Subject Area: Understanding Your Team and Process	**Date:** 24/07/18
Location: WeWork, Waterhouse Square London	**Time:** 8.30am - 5.30pm
Attendees: [client] and Sales for Startups	
Objectives: 1) Lead generation review 2) Understand qualification criteria for existing pipeline 3) Team Review 4) Pitch practice 5) Pricing & Contracts Review	

Topic	Owner	Time
Arrival & Coffee & Key Questions	All	8:30-9:00
Lead Generation Review - Marketing Sources, Outputs, ROI	All	9:00-10:30
Team Responsibility Review - Roles & Responsibilities In Client Journey	All	10:30-11:30
Break	All	11:30-11:45
Qualification Criteria - how do you qualify customers in/out? Installed v not installed? Where should we be spending our efforts? Scenario/role play discussion on "lost" deals.	All	11:45-12:45
Lunch	All	12:45-1:15
Pitch Review - [client] - New Prospect Pitch, with Feedback & Q&A	[client]	1:15-2:15
Breaking Down The Number - Getting You From A to B - Status Quo & Desired State	All	2:15-3:30
Pricing & Contractual Terms	All	3:30-4:30
Roundup, Feedback & Next Steps	All	4:30-5:30

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