

Team Selling



What's your decision?

- Can the division afford this initiative?
- Can it afford not to?

The Facts of the Case

- HED performing well, big revenue producer
- Two groups share a common promotional budget
- What to prioritize?
 - ▶ Education of future customers
 - ▶ Current revenue

What's the ROI for each investment

- Supporting retail sales
- Investment in web site

Microsoft Org chart

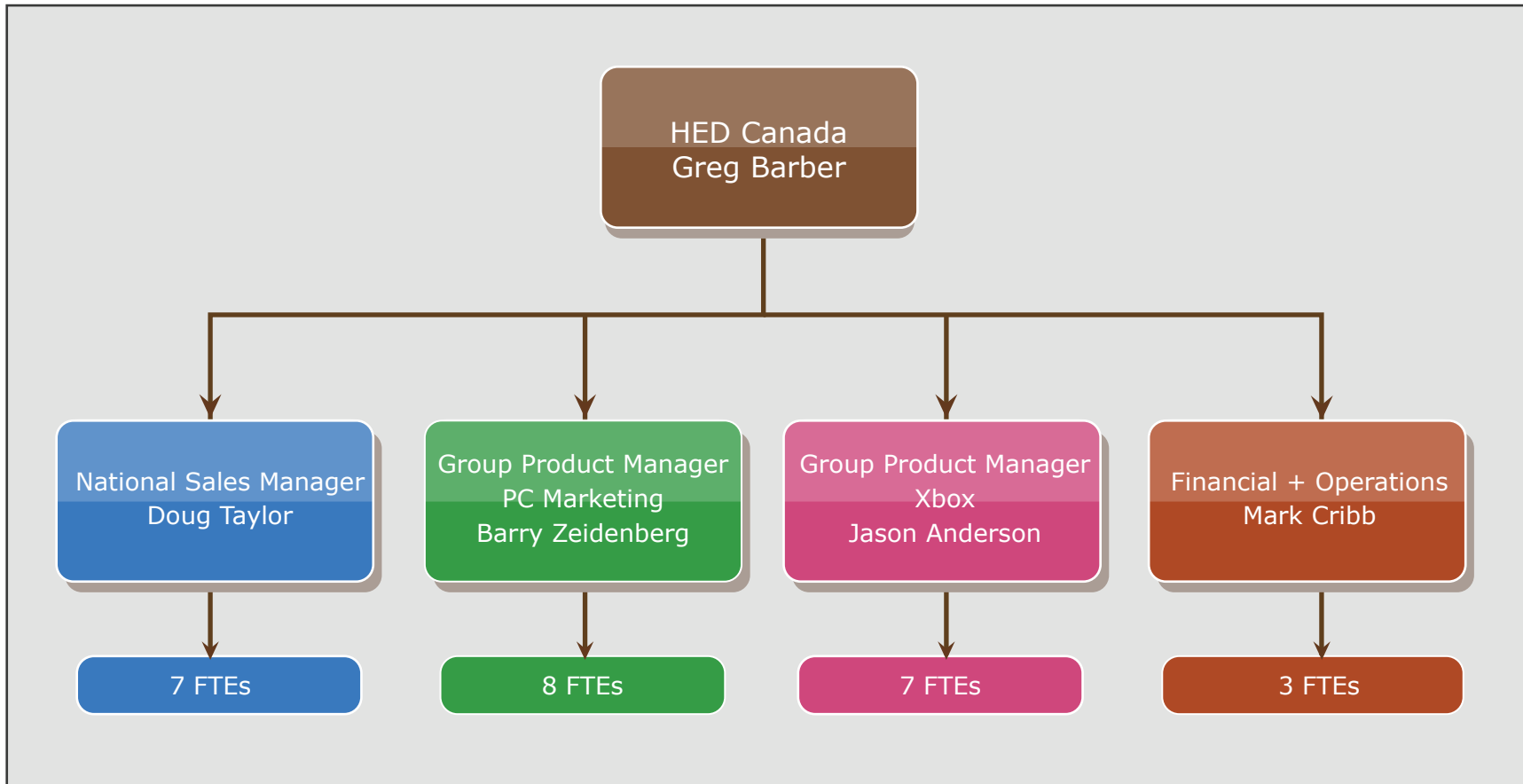
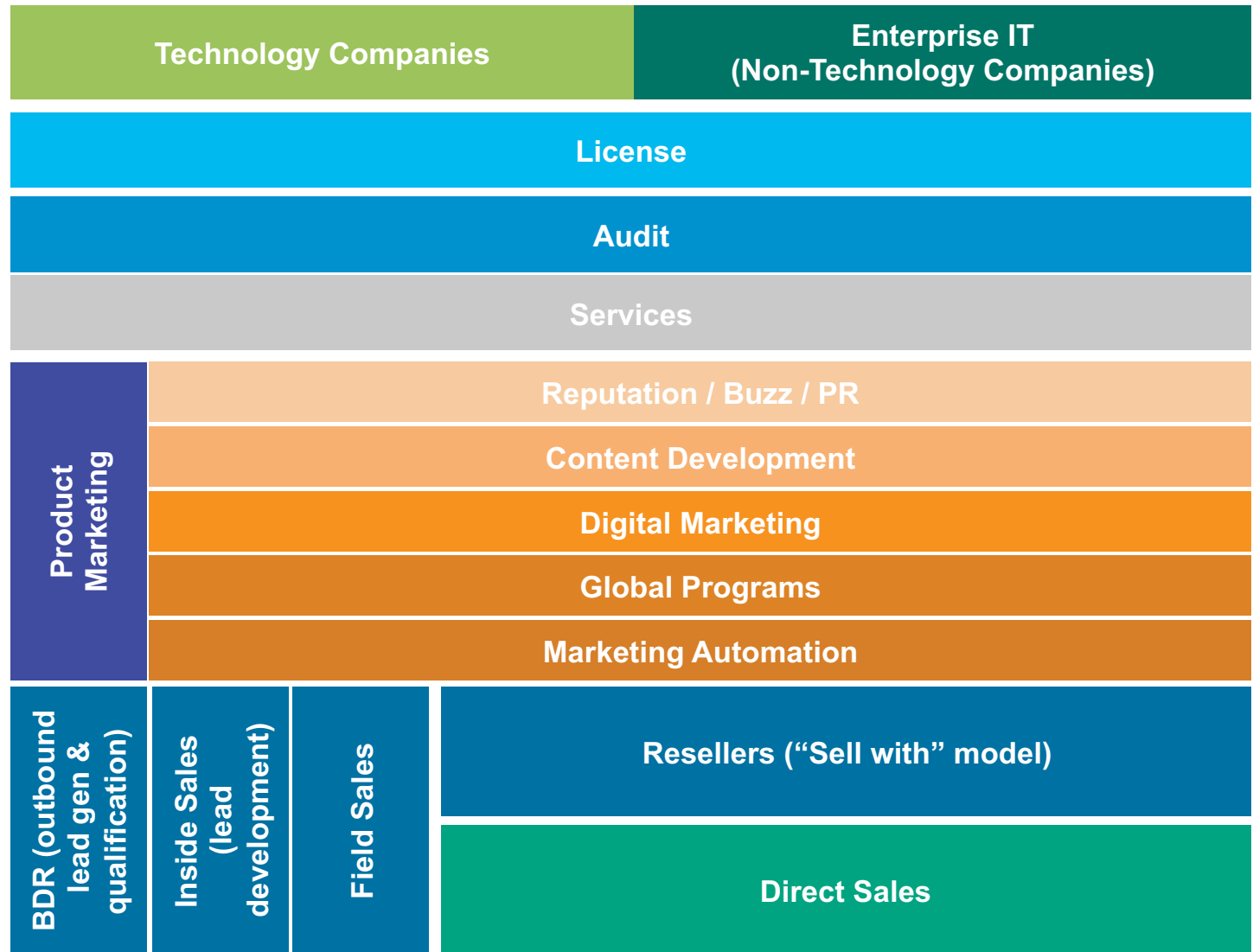


Image by MIT OpenCourseWare.

Team Selling Marketing and Sales Choreography



What's the role of web in sales?

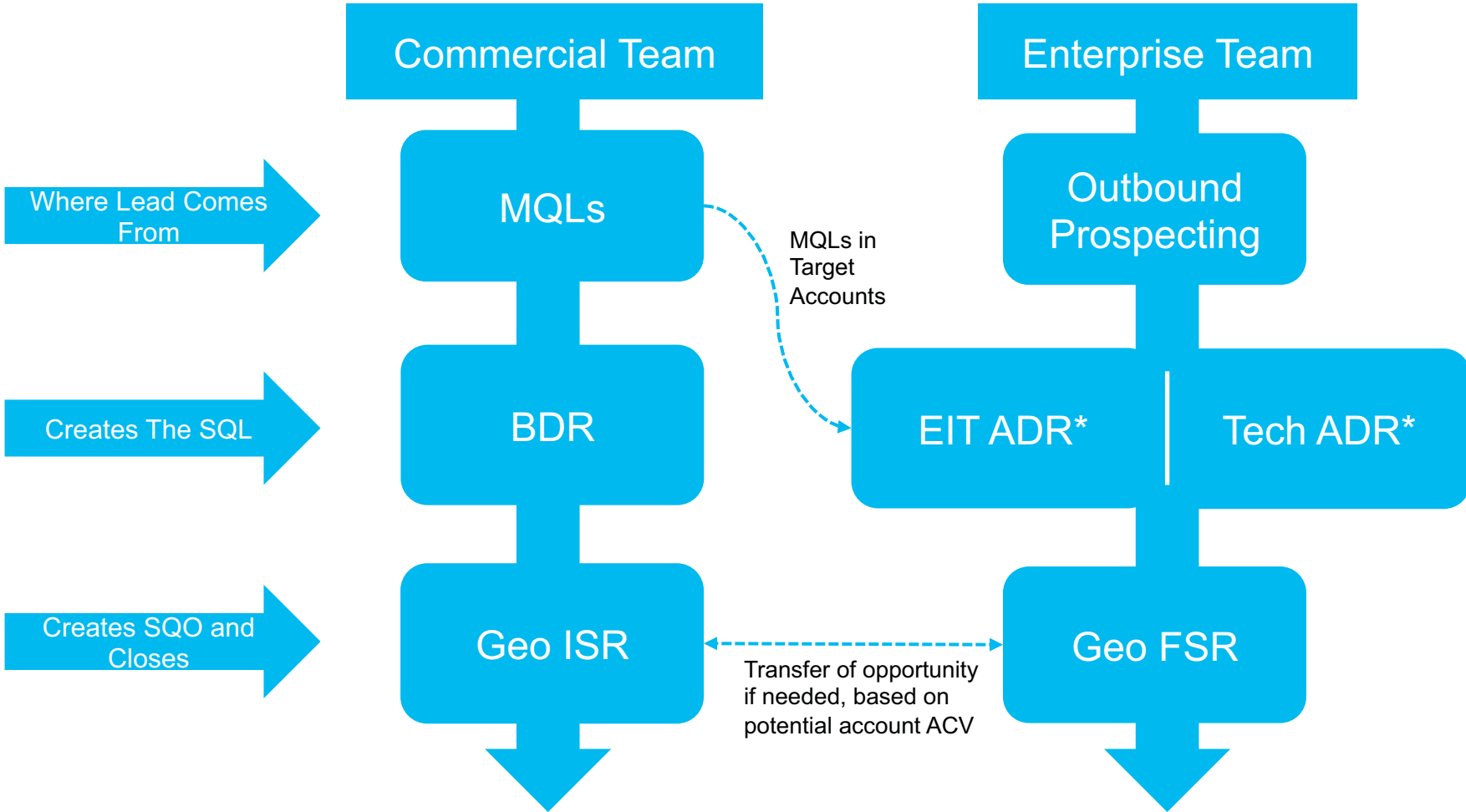
Lead Source	2013		2014		2014 Spend	2014 ROI
	Sum of Amount	% of Amount	Sum of Amount	% of Amount		
Advertisement	\$402,500	2.74%	\$135,000	0.94%	\$83,539	1.6
Cold Call	\$785,000	5.34%	\$1,322,000	9.18%	\$540,000	2.4
Email	\$545,725	3.71%	\$834,325	5.79%	\$100,000	8.3
Employee Referral	\$181,000	1.23%	\$467,000	3.24%	\$0	n/a
External Referral	\$519,350	3.53%	\$550,273	3.82%	\$0	n/a
Inbound Email/Phone	\$2,225,228	15.12%	\$1,980,700	13.75%	\$15,408	128.6
Jigsaw	\$20,000	0.14%	\$30,500	0.21%	\$50,000	0.6
Other	\$557,275	3.79%	\$105,405	0.73%	\$0	n/a
Partner	\$1,151,145	7.82%	\$754,561	5.24%	\$0	n/a
Partner Campaign	\$613,200	4.17%	\$0	0.00%	\$89,973	0.0
Product Download	\$171,403	1.16%	\$0	0.00%	\$0	n/a
Profiling	\$4,750	0.03%	\$160,500	1.11%	\$0	n/a
Purchased List	\$0	0.00%	\$240,200	1.67%	\$218,749	1.1
Research	\$116,600	0.79%	\$75,000	0.52%	\$0	n/a
Seminar	\$324,787	2.21%	\$255,597	1.77%	\$21,117	12.1
Tradeshaw	\$165,484	1.12%	\$277,000	1.92%	\$106,541	2.6
Web	\$4,908,798	33.36%	\$5,654,400	39.25%	\$43,893	128.8
Webinar	\$1,329,000	9.03%	\$1,545,387	10.73%	\$182,970	8.4
Word of mouth	\$692,690	4.71%	20,000	0.14%	\$0	n/a
Grand Total	\$14,713,985	100%	\$14,407,848	100.00%		



Summary view

Web	128.8
Seminar	12.1
Webinar	8.4
Email	8.3
Tradeshow	2.6
Cold Call	2.4
Advertisement	1.6
Purchased List	1.1

Team Selling



*Further vertical separation over time; to start, separate tech and EIT ADR teams will prospect specifically into those verticals; the positioning and personas are different in each segment

Is this Selling?



Sales guy saves the day



Great teams

'Teamwork in sales...is the sum of individual efforts working towards a common goal' *Teamwork for Today's Selling*

Characteristics of great teams

- Shared vision
- Know your role
- Complement your teammates
- coordinated

One Team,
One Fight!

Sales compensation as part of team selling

- How should comp plans reflect team goals?
- Time frame
 - ▶ Monthly
 - ▶ Quarterly
 - ▶ Annual
- Quota credit
- Situational teamwork

Sales comp and sales cultures

- Direct - EMC
- Channel - Citrix
- Systems Integrator - SAP
- OEM - Intel

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