

SMEs need to step up their technical sales



Situation:

There are thousands of Small & Medium Enterprises in Switzerland that are profitably solving real customer problems, are easy to work with and committed to improving their sales where useful.



Status Quo KPIs:

Improving annual revenue by even 1% results in a positive ROI of 5-10x within 6 months (assuming annual revenue of 5M+ and investment of <100k). Sales training from established sales trainers costs 4-8k / day, paying 5-10k upfront for a collaboration is from experience not an issue, budget for 5-digit investments is available without complex buyer journeys.



Things that will not change:

SMEs will always want to increase revenues at lower customer acquisition costs, higher predictability and more robustness. Unlike corporates, SMEs lack access to dedicated sales resources, talent, process and ecosystem.



Existing Opportunity:

Established sales trainers rarely teach technical sales on LinkedIn automation, Video Sales Letters, Quizzes, CRM hacks and much more. Even if already working with sales trainers, there is a gap to complement classical sales trainings with innovative offerings around lead generation, but also affordable sales rep trainings



Offering:

We can profitably provide the existing startup offerings for CHF 500-5'000 per month for SMEs, but also offer on-site / remote sales trainings ourselves or via partners



Open Points:

Requirement for (Swiss) German content can be an issue, blocker for some



SMART Experiment:

Approach 100 CH SME CEOs, get 20 attendees for free B2B Tech Sales webinar in Q1 2021



Sales talent acquisition costs need to decrease



Situation:

Entrepreneurs can and should build up sales from 0 to 6-digit revenue, but require additional "firepower" at one point to reduce entrepreneur-dependency, setup the company for scale and robustness and of course accelerate growth.

Status Quo KPIs:



Finding affordable sales talent is hard, the hiring & firing rate is undesirably high (5 hired, 4 left within 1-2 years is not even an exception). Established sales recruiters are rare in Switzerland and usually charge 15-25% of a sales rep's gross annual salary - often upfront, resulting in fees of typically CHF 15'000-40'000 per hire. Offering & service quality is often not on the desired level of quality, transparency and robustness.

In addition, established recruiters are incentivized to actually poach candidates again after 18-24 months, "recycling" an undesirably fixed talent pool over and over again - which works completely against entrepreneurs' talent retention objectives.

Things that will not change:



Entrepreneurs will always want to source, attract and retain entrepreneurial, hungry, hands-on, high-potential sales talent quickly, ideally taking a 4-digit instead of 5-digit investment for external support.

Like in sales, entrepreneurs want to build up an ongoing, solid pipeline of the right sales talent and not be dependent on external "one-off hacks".

Existing Opportunity:



Established sales recruiters are rarely technically versed enough to complement their people skills and professional network with robust, transparent, high-value business processes and where value-adding technological solutions.

Offering:



We are able to disrupt traditional sales recruiting by transferring our proven process- & methodology-driven approach to sales for talent acquisition and combine this with an increasingly strong sales enablement network and brand in Switzerland & Germany.

In addition, we have access to high-quality, affordable and entrepreneurial technical talent with deep experience in building scalable but inexpensive technical talent sourcing solutions.

Open Points:



Determine willingness to invest into technical talent sourcing solutions.

SMART Experiment:



Build landing page to gather 50 waitlist sign-ups, conduct 10 problem interviews, 2 paying clients in Q1 2021



DACH B2B sales education needs to improve

Situation:



Switzerland (+ Germany) do not have the education and culture and therefore mind- and skillset to B2B sales you see in North America. Especially technical B2B Sales is not a skill set you learn even at great business universities (can confirm after graduating from one) or in technology / management consulting (can confirm after 3+ years as well). This makes it very hard to build up a sales career without the opportunity to "learn on the job" for sales talent.

Many of the most successful B2B Tech Sales masterminds we know did NOT graduate with a Master's degree from a top university, did NOT work in consulting, are NOT 30+ years old - because there is no need for it.



Status Quo KPIs:

Building up a career in B2B Tech Sales is one of the most profitable career paths with incumbents, but even scaleups routinely pay CHF 150'000+ for successful sales professionals with 2-5 years proven professional experience.



Things that will not change:

Professionals will always want to build up a high-income, geography- and industry-independent set of skills, capabilities and track record. In addition, exceptionally talented and hungry professionals will always want to be measured by their provided value and quantified results instead of time spent and inputs.



Existing Opportunity:

Apart from "Eidg. dipl. Verkaufsleiter" or similar (very) traditional education paths, there is little to no proven, effective, formal path to learn B2B Tech Sales in Switzerland (+ probably Germany) for hungry talent that is willing to invest 5-20k overall into building up the skills to earn 150-300k per year (increasing over time...) over their next 25-50 years as a professional. We already helped 200+ people as part of working with 100+ B2B companies to build their B2B Sales skills and are therefore in the position to offer the existing capabilities also to individual contributors at a highly competitive investment.



Offering:

The existing Sales Booster offering for entrepreneurs going from CHF 0 to 100k annual revenue implies an investment of <CHF 5k over a 12 month period, even with 0 modifications for individual talent education, which for committed talent is sufficient to build the above skills.



Open Points:

Validate commitment of individual talent to invest a 4-digit amount themselves



SMART Experiment:

Approach 100 students with 3-7 data points survey via student association network, targeting 50 replies and 25 sign-ups for free sales education session in Q1 2021.



AI scaleups want to grow even faster

Situation:



AI scaleups such as Starmind, Avrios, Sherpany, Yokoy, turicode, Visium and many more are some if not the fastest growing company category in the ICT space.

However, AI is still often difficult to sell to established companies and buyers as the technology requires a challenger, educational and consulting sales approach and therefore salespeople with a more in-depth understanding of technology than traditional insurance or SAP salespeople.

Status Quo KPIs:



Successful scaleups prove that it is well possible to gain market traction from CHF 0 to 1 to 5 to 10 million ARR within less than 5 years.

However, most of the AI scaleups we know face the challenge to move from founder-led sales to a robust, scalable sales setup by establishing a working Sales Playbook + attracting, ramping and retaining hungry, talented salespeople.

Things that will not change:



AI companies will always want to (continue to) grow quickly while avoiding the risk and unfortunately often reality of becoming "pumping hearts" of building and scaling sales only to then face significant customer churn and sales talent attrition upon hitting 7-digit revenue.

Existing Opportunity:



Time is money for AI scaleups, every month or even week that an AI scaleup hits a revenue milestone earlier or ramps up a new sales rep faster is often worth CHF 10k+.

Offering:



We have a strong network of B2B Sales Masterminds that successfully built up sales for AI scaleups ourselves, are also actively working with some of Switzerland's leading AI start- and scaleups and hungry to deepen existing and establishing new collaborations with such companies to better leverage our unique capabilities in this space.

Open Points:



Freeing up (even) more capacity by saying no to other profitable business opportunities apart from AI scaleups

SMART Experiment:



Approach TOP 20 AI scaleup target list with the target to win 10 of them as Sales Scaler (or equivalent) clients until end of Q2 2021.



Industry-specific challenges ask for experts

Situation:



“To sell is human”, which is why a significant part of sales is industry-agnostic. However, entrepreneurs in industries such as HealthTech (Pharma, MedTech, Digital Health), Food & Beverage and others face very industry-specific sales challenges such as pre-sales requirements before CE/FDA certifications and insurance reimbursement (HealthTech) or import/export, production ramp-up and supply chain (Food & Beverage).

Entrepreneurs typically have a technically sound understanding of the above challenges, but lack the expertise, experience and process to build up sales professionally and therefore quickly with (very limited) available resources in their space.



Status Quo KPIs:

Entrepreneurs typically face a trade-off to fill the existing skill gaps to

- A) Attract sales talent without deep industry expertise, experience and network OR
- B) Attract industry talent without deep sales expertise, experience and process



Things that will not change:

Entrepreneurs will always want to ideally get “the best of both worlds” when attracting talent - functional B2B sales + industry-expertise in one person, without paying a fortune and the need for significant knowledge transfer to collaborate.



Existing Opportunity:

Professionals with a deep industry background combined with a proven sales track record willing to work with entrepreneurs are very valuable, but also rare.



Offering:

We have a strong network of B2B Sales Masterminds with 10+ years deep industry-experience that are glad to offer their expertise to entrepreneurs in their specific space - where useful complemented with our other proven sales assets and offerings.



Open Points:

Publicly promote the new industry-specific offerings to accelerate traction.



SMART Experiment:

Establish 10(+) commercial collaborations with industry-specific offerings until the end of Q2 2021.

