

- About me
- 1 Win deal
- 1 Lost deal
- Territory Sales plan
- Month1,2,3 plan

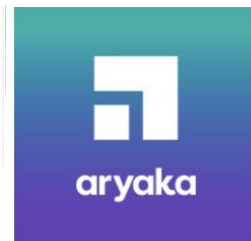


About me

- 200 cups coffee consumed a year
- 50 times /yr church song leader
- 3000 linkedin connections
- 2 school kids,1 dog
- Revenue target hit AUD3.5M
- 8 seller certificates completed
- 150 territory accounts
- 10 cold calls daily
- Speak cantonese

A **look** back my career

- Focus on execution
- Deliver my commit numbers
 - Problem solver



Unified SASE as a Service

Get it all: Performance. Agility. Simplicity. Security.



At the **highlights!**

Selling a platform to DevSecOps requires continuous learning!





Ascender Pay Global Transformation: A Red Hat Enterprise Linux Success Story

The Challenge:

- 280+ free CentOS subscriptions across 4 countries
- Communication silos hindering efficiency
- Urgent need for enhanced security compliance
- Outdated software posing security risks

The Opportunity:

- AUD380K investment in Red Hat Enterprise
- Satellite Security feature & JBoss middleware
- Streamlined operations & fortified security



Ascender Pay Global Transformation: A Red Hat Enterprise Linux Success Story

Our Approach:

1. Identified procurement process and documentation requirements
2. Analyzed existing contracts with Red Hat Canada
3. Addressed regional communication gaps
4. Proposed comprehensive training solutions
5. Partnered with trusted Australian SI for implementation



Overcoming the Competition:

- Infosys India proposed SUSE
- We demonstrated Red Hat Enterprise superiority:
 - Better support infrastructure
 - Seamless integration with Ascenderpay's main customer's IT system

Success Factors:

- Engaged key influencers: Brisbane cloud team and Malaysia network team
- Tailored solution for multi-regional stakeholders
- Unified platform fostering collaboration & compliance



Overcoming Roadblocks: The Path to Success

1. Credit Crunch: Negotiated extended payment terms with distributor, ensuring deal closure.
2. Internal Skepticism: Organized weekly stand-ups, showcasing progress and building team confidence.
3. Pricing Pressure: Secured country manager's approval for special pricing, demonstrating deal's strategic importance.
4. Proof of Concept: Coordinated multiple value demos and free trials with presales team, solidifying client trust.

Key Takeaways:

- Persistence pays off: Pushed through despite internal doubts
- Leveraged resources: Engaged presales for technical expertise
- Creative problem-solving: Found solutions for payment and pricing challenges
- Leadership: Rallied team and stakeholders towards common goal

Result: Closed AUD380K deal within quarter, exceeding expectations



Police Bank Ansible Automation Deal Analysis

Deal Value: AUD 80K - Status: Closed Lost

Situation Overview:

- Basic Ansible Automation platform implementation
- DevOps team using free version
- Security and compliance gaps identified
- Underutilized existing subscription
- Training and consulting services opportunity

Key Stakeholders:

- Jennifer (CIO) - Economic buyer
- Infrastructure Team Manager - Technical decision maker
- DevOps Team - End users

Deal Timeline & Actions Taken:

Q1:

- Initial engagement with CIO
- Security assessment conducted
- Value proposition presented
- Multiple follow-up meetings



Q2:

- Weekly status check with Infra team
- Proof of concept demonstration
- ROI analysis presented
- Budget discussion initiated

Persistent Follow-up Activities:

- Bi-weekly meetings with Infra Manager
- Monthly executive updates to CIO
- Technical workshops with DevOps team
- Regular email communications
- Informal lunch & learn sessions



Challenge	Impact	Our Response
Budget delay	Project stalled	Flexible payment option offered
Lack of champion	Slow decision making	Increased engagement with Infra Manager
Security concern	Risk assessment needed	Detailed compliance report provided
Training gap	Low platform adoption	Free training offered

What Worked Well:

- Strong relationship building with CIO
- Technical validation with DevOps team
- Clear value proposition
- Regular engagement strategy

Areas for Improvement:

- Earlier identification of decision makers
- Stronger business case development
- More proactive risk mitigation
- Better stakeholder alignment



Q1 2025 Strategy:

- Re-engage with updated security compliance framework
- Develop structured training program proposal
- Create phased implementation plan
- Build stronger relationship with Infra Manager

Team Learnings:

1. Maintain persistent follow-up despite setbacks
2. Document all stakeholder interactions
3. Create clear value demonstration
4. Build multiple champion relationships

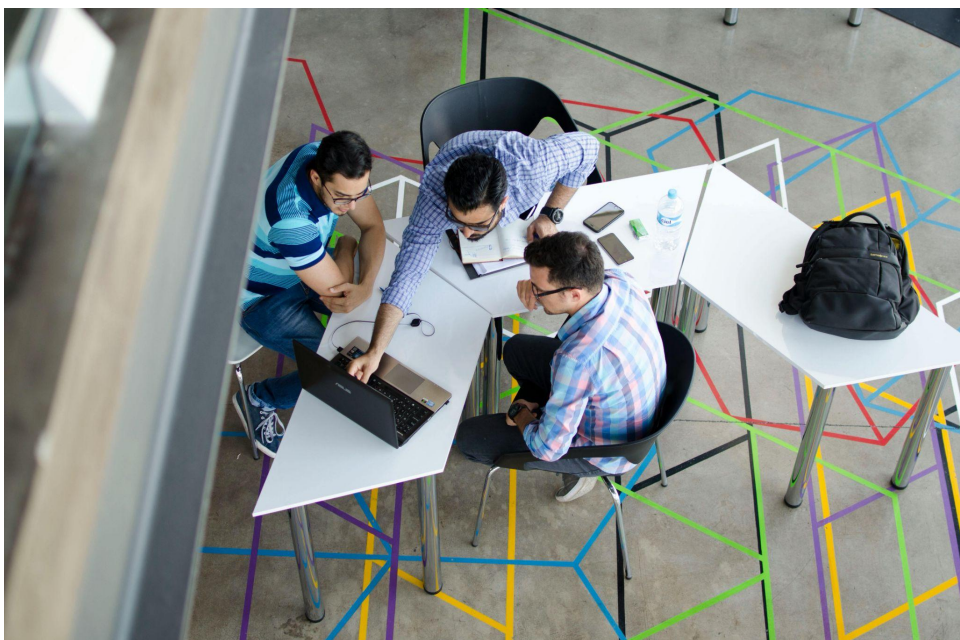
Success Metrics for Next Engagement:

- Stakeholder engagement level
- Technical validation completion
- Budget approval timeline
- Implementation readiness assessment
- **Remember: This isn't a lost deal - it's a delayed opportunity**

Territory Sales Plan: GitHub Account Growth and New Opportunities

Mission Statement

I am committed to driving aggressive growth by expanding GitHub's footprint, maximizing account potential, and targeting 100 new accounts. My focus is on building strong relationships, delivering value, and closing deals that align with our growth strategy.



Account Growth Strategy

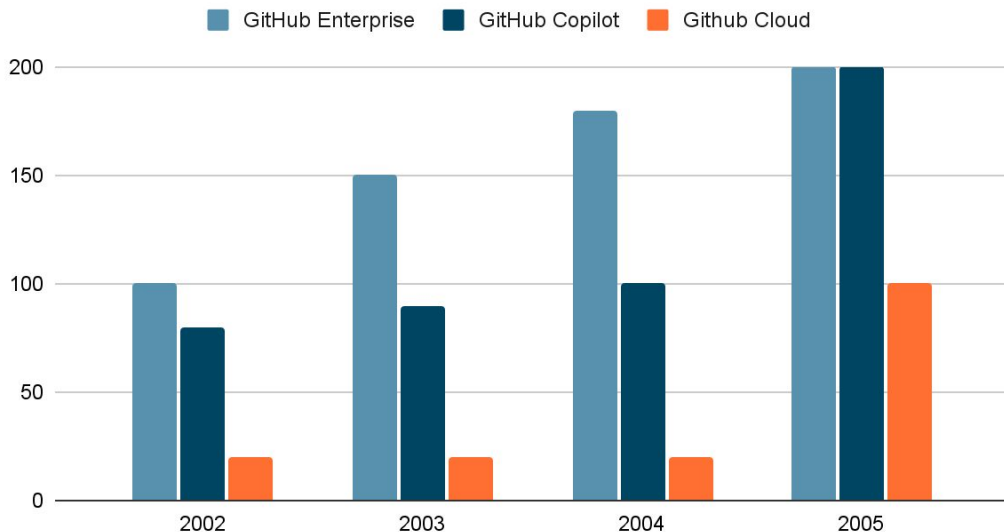
1. Historical Performance (2022-2024):

- Total revenue grew from AUD 1.4M in 2021 to AUD 3.8M in 2024.
- Key contributors:
 - GitHub Enterprise: Consistent growth, reaching AUD 2M in 2024.
 - GitHub Cloud: Increased adoption due to cloud migration, reaching AUD 800K in 2024.
 - GitHub Copilot: Emerging product with steady AUD 1M contribution.

2. Projected Growth for 2025:

- Targeting a 30% YoY increase.
- Projecting revenue of AUD 4.94M.
- Doubling the pipeline to AUD 4.8M.

Points scored



Action Plan for Existing Accounts

1. Strengthen Relationships:
 - Regular check-ins with key stakeholders.
 - Tailored support plans for GitHub Enterprise and Cloud users.
2. Upsell Opportunities:
 - Highlight GitHub Copilot's ROI and productivity benefits through demos.
 - Address cloud adoption challenges with consulting services for GitHub Cloud users.
3. Training & Enablement:
 - Host workshops to improve platform utilization.
 - Provide exclusive training for enterprise clients.
4. Provide comprehensive 1st half-year renewal reports to customers:
 - Detailed usage analytics
 - ROI analysis
 - Customized recommendations for optimization

Creative Selling Points

1. Expand New Roles:
 - Target Development Team Leads, Product Managers, IT Infra Managers, HR Managers, and COOs.
 - Showcase GitHub's value for cross-functional teams.
2. Enhance Productivity:
 - Highlight GitHub Copilot's ability to reduce repetitive tasks and improve coding efficiency by up to 55%.
 - Demonstrate how it fosters developer satisfaction and reduces churn.
3. Learning Resource:
 - Promote GitHub as a learning tool for both students and professionals.
 - Leverage GitHub Classroom and Education programs for universities.
4. Integrating with Existing Workflows:
 - Showcase seamless integration with tools like Jira and Slack.
 - Emphasize GitHub Actions for automation and CI/CD workflows.

GitHub Account Patch Landscape and Sales Action Plan



Industry	Notable Accounts
Education	UAC, UTS, UNSW, QU, QUT, ANU
Government	DWER, DASA, ASA
Healthcare	Healius, St Vincent, I-Med, Sonic
Financial Services (FSI)	CUA, BOQ, AMP Super, ART, ASL
Technology & Small Telco	VOCUS, Vertel, Penten, Soprano
Utilities & Infrastructure	Essential, Endeavour, SnowyHydro

Action Plan to Promote GitHub Products

1. Education Sector:
 - Offer GitHub Classroom to universities for curriculum integration.
 - Provide free trials of GitHub Copilot for students and faculty.
2. Government Sector:
 - Address security compliance concerns with GitHub Cloud.
 - Propose tailored training programs for DevOps teams.
3. Healthcare Sector:
 - Highlight GitHub's role in improving collaboration in healthcare IT.
 - Offer workshops on secure code practices using GitHub Copilot.
4. FSI Sector:
 - Build a business case around security and compliance.
 - Showcase ROI through success stories in similar financial institutions.
5. Technology & Small Telco:
 - Demonstrate how GitHub can accelerate software development cycles.
 - Promote open-source collaboration for innovation.
6. Utilities & Infrastructure:
 - Focus on automation benefits with GitHub Actions.
 - Provide consulting services to streamline DevOps workflows.

"GitHub is not just a tool; it's a platform that drives innovation and collaboration across industries."

Sales Strategy: Leveraging Customer IT Environments to Upsell GitHub Products

Account	GitHub Presence	Cloud Infra	Key Insights
St Vincent Hospital	Enterprise	AWS	Opportunity to improve code review and issue tracking processes with GitHub tools.
Soprano	Enterprise, Copilot	AWS	AI/ML integration with SMS automation presents a strong case for GitHub Copilot.
Western Sydney Uni	Advanced Security	GCP	Focus on security and compliance; potential for GitHub as a learning resource.
Endeavour Energy	Copilot	Azure	Integration with Jira; opportunity to enhance automation with GitHub Actions.
Bpay	Enterprise	MQC	Strong need for secure version control and CI/CD; leverage security features.

Action Plan

- Conduct targeted workshops for each account focusing on their specific IT environment.
- Schedule demos showcasing integration capabilities (e.g., Jira, Slack) and productivity tools like Copilot.
- Develop case studies tailored to each industry to build trust and demonstrate ROI.
- Regularly engage key stakeholders (e.g., IT Infra Managers, Product Managers) to identify pain points and upsell opportunities.

"By understanding our customers' IT environments, we can tailor solutions that drive productivity, enhance security, and create long-term partnerships."

Potential Partners to Target

1. Fusion5: Expertise in business solutions and cloud services.
2. SODA: Specializes in digital transformation and cloud migration.
3. NCS Group: Large MSP with a strong presence in Asia-Pacific.
4. Docker Partners: Leverage containerization synergies.
5. Slack Partners: Enhance collaboration and communication integrations.
6. Microsoft Azure DevOps Partners: Capitalize on the Azure ecosystem.

Partner	Strength	Performance
Mantel Group	AWS, Digital transformation	Github Enterprise good outcomes
Galah Cyber	Cybersecurity integration	Github Advanced Security
EPAM	AzureDevOps, strong integration ability	Good delivery of projects
Cognizant	Strong focus on DevOps	Large scale implementation
SoftwareOne	Software assets management	Cost saving for customer
Lab3	Specialized in Devops	Many corporate and smb customers
DevOps1	AWS,CI/CD	Agile and Automation

Month 1: Striking Gold in Our Pipeline

Goal: Secure high-value deals for the next two months.

Week 1-2: Prospecting Like a Pro

- Dive deep into account history (because who doesn't love a good data swim?)
- Identify golden key accounts and products
- Analyze existing accounts for immediate upselling opportunities

Week 3-4: The Deal Closer's Sprint

- Execute laser-focused outreach to key accounts
- Offer irresistible incentives
- Chase and close deals like my coffee depends on it



Month 2: Juggling Leads Like a Sales Circus Pro

Goal: Keep the deals flowing while expanding our pipeline to 100% target.

Week 5-6: Lead Nurturing Extravaganza

- Qualify 25 sales-ready opportunities (because 24 is for amateurs)
- Personalize emails like a mind-reader
- Follow up with the persistence of a hungry cat

Week 7-8: The MEDDPICC Magic Show

- Qualify needs, budgets, and timelines with the precision of a Swiss watch
- Build trust faster than you can say "GitHub"
- Present proposals so tailored, they'll think we're psychic



Month 3: The Grand Finale - Deals, POCs, and Glory!

Week 9: The Deal Prioritization Olympics

- Focus on the whales (deals, not actual whales)
- Secure C-level buy-in like a boss
- Perform gap analysis (and pray for no Grand Canyons)

Week 10-11: The POC Parade

- Customize demos that'll make competitors weep
- Secure 3 high-value POCs (minimum - overachievers welcome)
- Collaborate with Solution Specialists (AKA our secret weapons)

Week 12: The Victory Lap

- Close deals like it's going out of style
- Review the quarter
- Plan world domination for next quarter



Now, let's go make some repo magic!

