

Lead / Nemanja Stancic

Role / CTO

Organization / Helbiz

Industry / Micro Mobility

**Task 1**

*What steps would you take in order to get an appointment?*

*How would you personalize your outreach process?*

Before any initial outreach, I would gather all key high-level information about the ***lead*** *(using Linkedin & Sales Navigator).* Here, I am looking for both current and past roles, educational and cultural background as well as activities and societies the lead is involved in. Any personal information about the lead is a great talking point and potential relationship-builder. In the case of *Nemanja Stancic* for example, I might touch on basketball as an interest subject to develop the (business) conversation into a more personal and meaningful one.

*Additionally, prior to initiating contact with the CTO, I might look to get a foot-in-the-door with someone more junior such as Nikola Obradovic (Android Developer).*

Following high-level information gathering of the lead, I am focusing my attention on the ***organization*** *(website, news & open roles).* Since *Helbiz* is a publically-shared company, I might glance at google news or go to their investor relations page to see if there is any timely information related to new partnerships or conferences they are taking part in (ie. CODE) – these are great talking points*.* Further, I am looking at what roles they are hiring for (via indeed). This may serve critical in understanding their growth trajectory both in the prospective expansion of their IT team and new market developments. Additionally, by perusing through the “responsibilities” section of their job listings, I can learn about their internal processes (ie. “all processes in Helbiz are done in-house”) and systems/tools (*Git, Dagger2, Koin, Crashlytics*, etc.)

***Positions hiring:*** *Data Analyst, BI Developper, Product Designer, QA Tester, Android/iOS Developers, Back-End Developers, Technical Support Specialist (indeed)*

***Internal Processes:*** *“Experience working in agile development with tools such as Jira, Slack, Github actions / Design, build, and maintain high performance, reusable, and reliable Java/Kotlin code.” (indeed)*

Following my research, I might start off by reaching out via phone or cold call and then, transitioning into following up through email or *InMail*.

*Ultimately,* *glad to provide further sales strategies once in role.* ☺