

Sales

Why should we care?

- Sales is trade
- There are many technical roles in the sales force
- You will have to sell your ideas internally

Roles in the field (tech companies)

- Sales
- Pre-sales support
- Post-sales support

Sales Funnel

- 'fill the funnel, make your quota'

Compensation

- Straight salary
- Straight commission
- Variable compensation plan

Variable Comp

- Target pay
- Quota
- Percentage of pay at risk
- Multipliers

Variable Comp Example

Sally is a pre-sales technical consultant working for BitCo on the Rogers account team. Sally has opted for the safe 80/20 plan. Sally's target salary is \$100,000. The team's quota is \$20M. If the team sells more than \$20M Sally will get a 2x multiplier on all sales over \$20M.

What will Sally earn if the team has \$0 in sales?

What will Sally earn if the team has \$18M in sales?

What will Sally earn if the team has \$22M in sales?

What will Sally earn if the team has \$40M in sales?

Variable Comp Example

Had Sally selected the 60/40 plan which has a 3x multiplier.

What will Sally earn if the team has \$0 in sales?

What will Sally earn if the team has \$18M in sales?

What will Sally earn if the team has \$22M in sales?

What will Sally earn if the team has \$40M in sales?

Tales from the field

- Two ears, one mouth
- Find something the customer cares about
- Find reasons to spend time with the customer
- Complaining customers are better than quiet customers
- Get them out of the office if you can