



Figuring out Sales Models

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- **Jack Derby**

- 25 years, Derby Management, coaching over 400 companies.
- 17 years medical devices: EVP Becton Dickinson Medical Systems, CEO of Datamedix and President of Litton Medical Systems.
- 3 years, President of CB Sports
- Co-founded 14 companies; raised >\$840m in Venture and PE
- General Partner, Converge Venture Partners
- Current Director: Associated Industries of MA, Brainshark, Chase Corporation, Rome Snowboards, Loci, Tufts ELS, and Reiser Inc.

- **Current & Prior “Other” Activities...**

- Tufts, Professor of the Practice, *Teacher of the Year-2015*
- MIT, Lecturer, Business Planning & Marketing, Mech. Eng.
- Past Chairman, Converge Venture Partners
- Past, Association of Corporate Growth
- Past Chair, MIT Enterprise Forum- *Distinguished Service Award*
- Past Vice Chair, SBANE- *Pro Bono Publico Award*
- Boston College, University of Chicago
- United States Peace Corps





Just 2 Things you Need for Success

#1 You need to know how to sell stuff !

#2 *...and then there's everything else*



Success in Selling Stuff

Success is Sales today is about *just* two things...

1. Understanding how you bring true **VALUE** to your customers
2. Creating both efficient and customer-effective Sales Models, Sales Plans, Sales Process, Sales Tools and Sales Technologies

Models-Process-Tools-Technologies-Metrics



Sales Models Discussion

- Direct Sales
 - Field Sales
 - Inside Sales
 - ecommerce direct-to-customer
- Indirect Sales
 - Reps & Agents
 - Distributors
 - Value Add Resellers
- Combinations of any by...
 - Major Accounts, Geographies, Size, Products

Sales Models Discussion

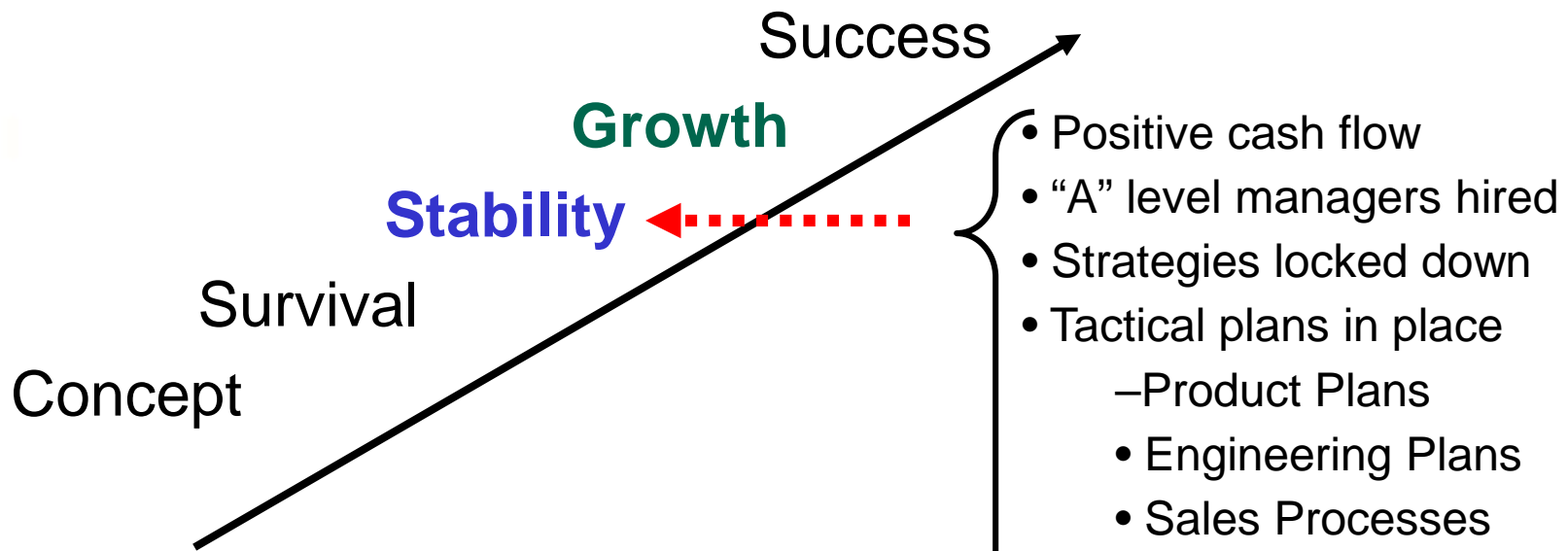
What defines your decisions making?

Just 1 little word...



GROWTH

The Five Stages of **GROWTH**



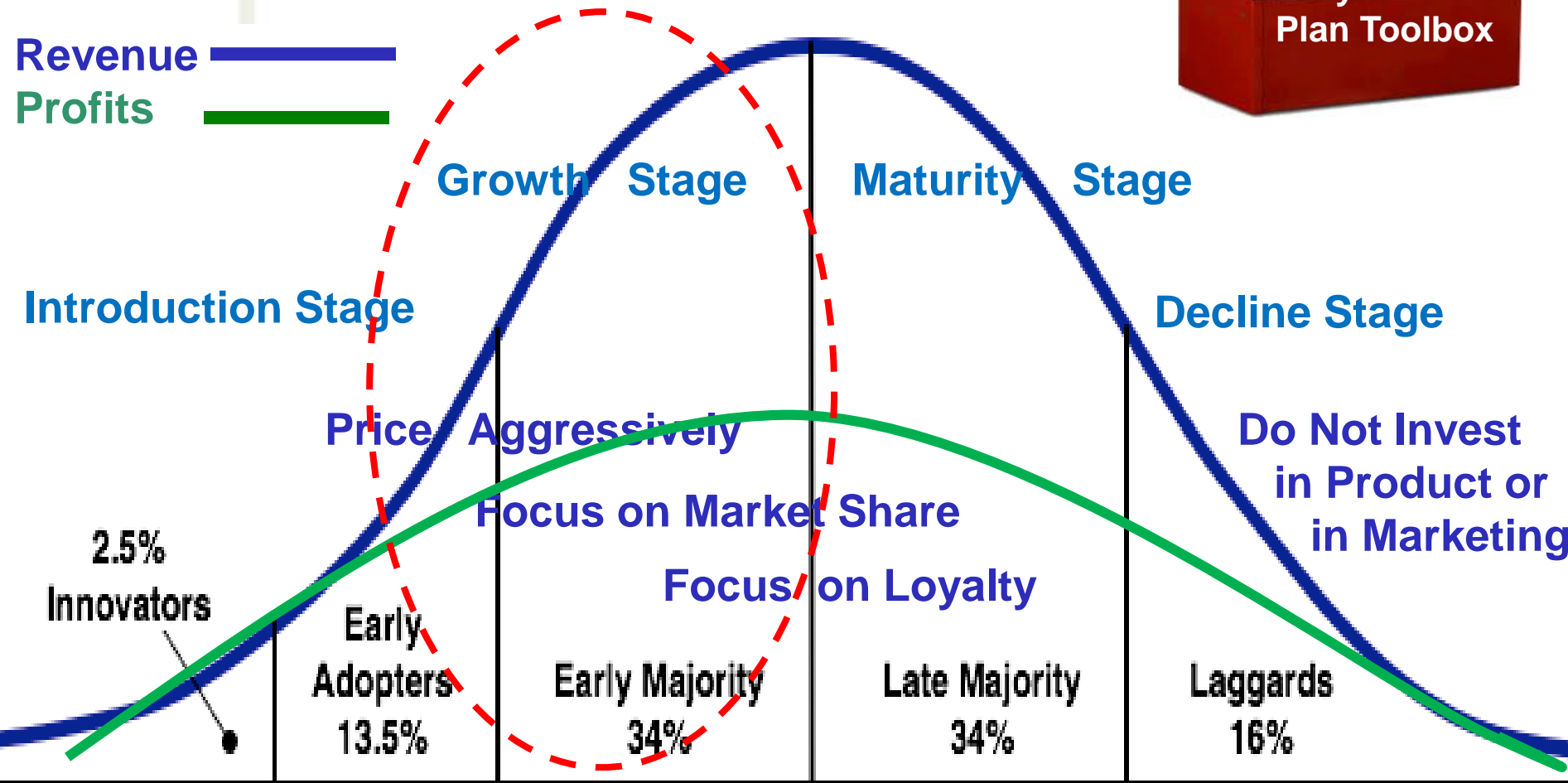
What this really means is...

- There must be metrics at every stage
- Products and the business must reach **Stability** at a minimum
- In order to succeed every business, every product **MUST** grow

Plan for the Growth Stage

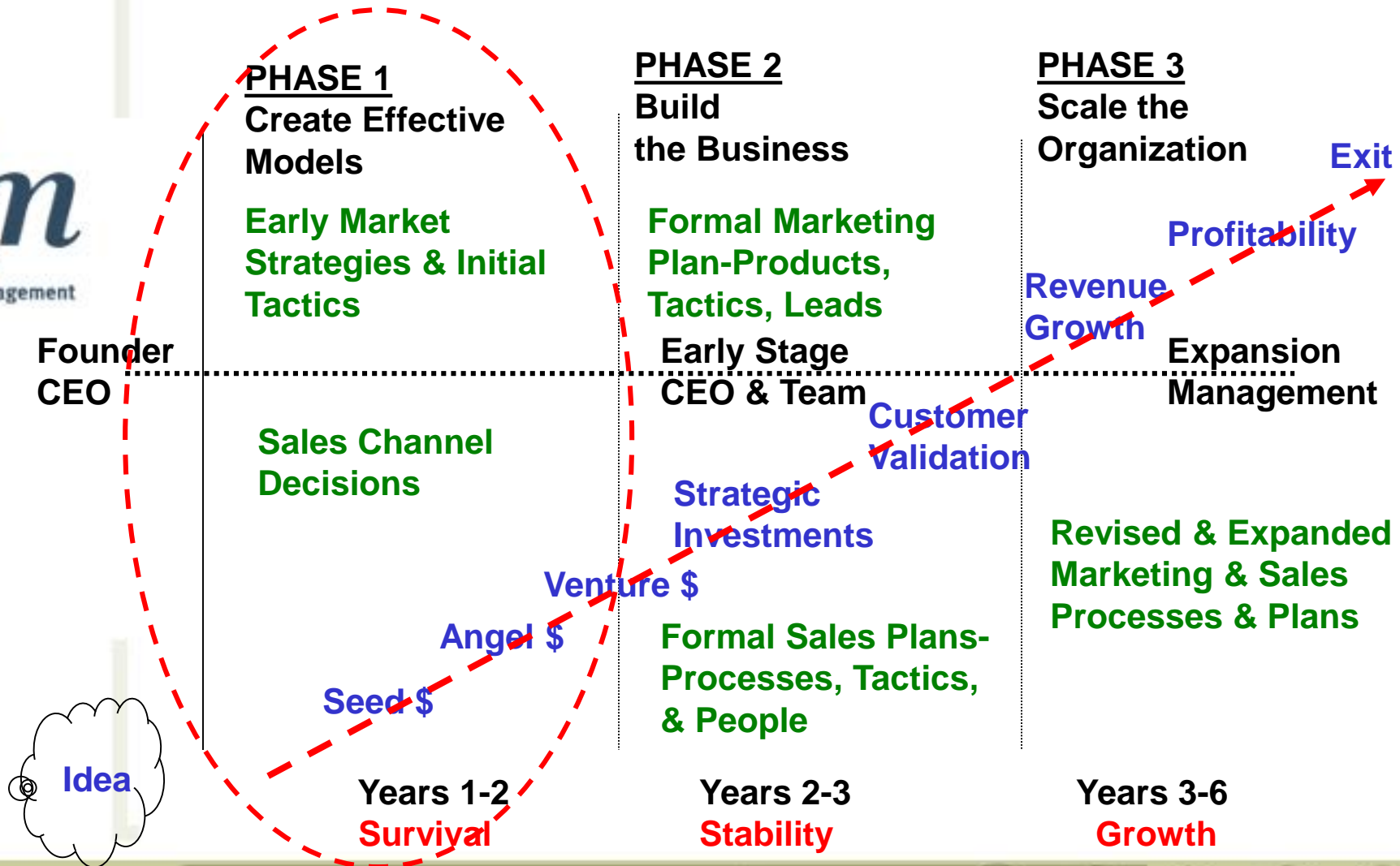


Revenue 
 Profits 



Source: Everett Rogers, Diffusion of Innovations model

Early Stage Value Creation Cycle...





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