

Scaling Inside Sales Teams

March 21, 2017



ZAIUS

Mark Ruthfield



Mark Ruthfield,
VP Sales

- 20+ years leading technology companies in startup, turn-around, & accelerated growth.
- Recruit, build, & lead loyal, dedicated, high-performing sales teams that “do” vs. “talk about doing” via repeatable sales processes and best practices.
- Achieve record highs in year-over-year, quarter-over-quarter sustainable growth.
- Align personal career growth goals to company goals (promoted over 30 team members over last 7 years).
- Awards and Recognition:
 - *“Top 25 Most Influential Inside Sales Professionals Prestigious Award”* for the American Association of Inside Sales Professionals (AA-ISP) 6 years in a row.
 - *“Highest Rated Presenter Sessions”* scored by attendees (Denver & Boston 2016 AA-ISP events).
 - *“Sales Team Growth Achievement of the Year”, “Sales Department of the Year”, “Sales Process of the Year”* (Stevie Sales Awards 2014, 2016).
 - *“East Coast’s Top Movers & Shakers of SaaS Sales”* (Soto Ventures, 2016).
 - *“Bristol Who’s Who of Executives for outstanding achievements, leadership, & community commitments”* (2015).



Company Overview

Zaius, Inc

- Venture capital-backed, private company (\$14.3M total funding)
- Initial venture investment in 2014, commercial launch in 2015
- Focused on B2C ecommerce businesses in and around the midmarket, from SMB to Enterprise
- Offices in Leesburg, VA and Boston, MA

Product

- B2C CRM platform
- Real-time, cross-channel marketing automation and attribution built on a single customer view
- Increase repeat purchases, lifetime revenue of customers

Investors:





Mark Gally, CEO



Spencer Pingry, Founder
CTO



Mark Ruthfield,
VP Sales



Eric Keating,
VP Marketing



Rob McDonald,
VP Engineering



Sal Fondaco, CFO



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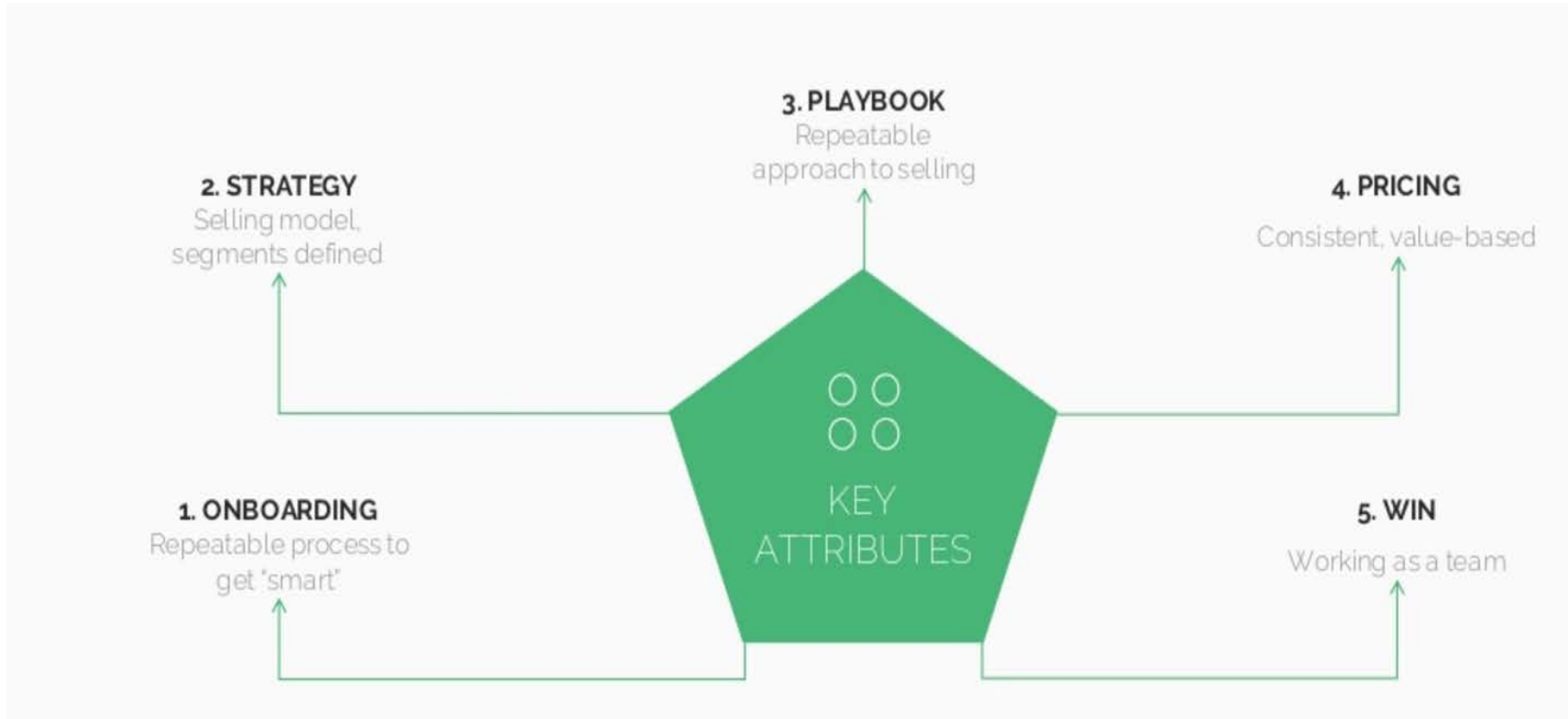
Now How Do We Achieve Sustained Growth Via Inside Sales?



Source: David Stein, Leaders Fund, Inc. 2017 - A proud Zaius Investor.

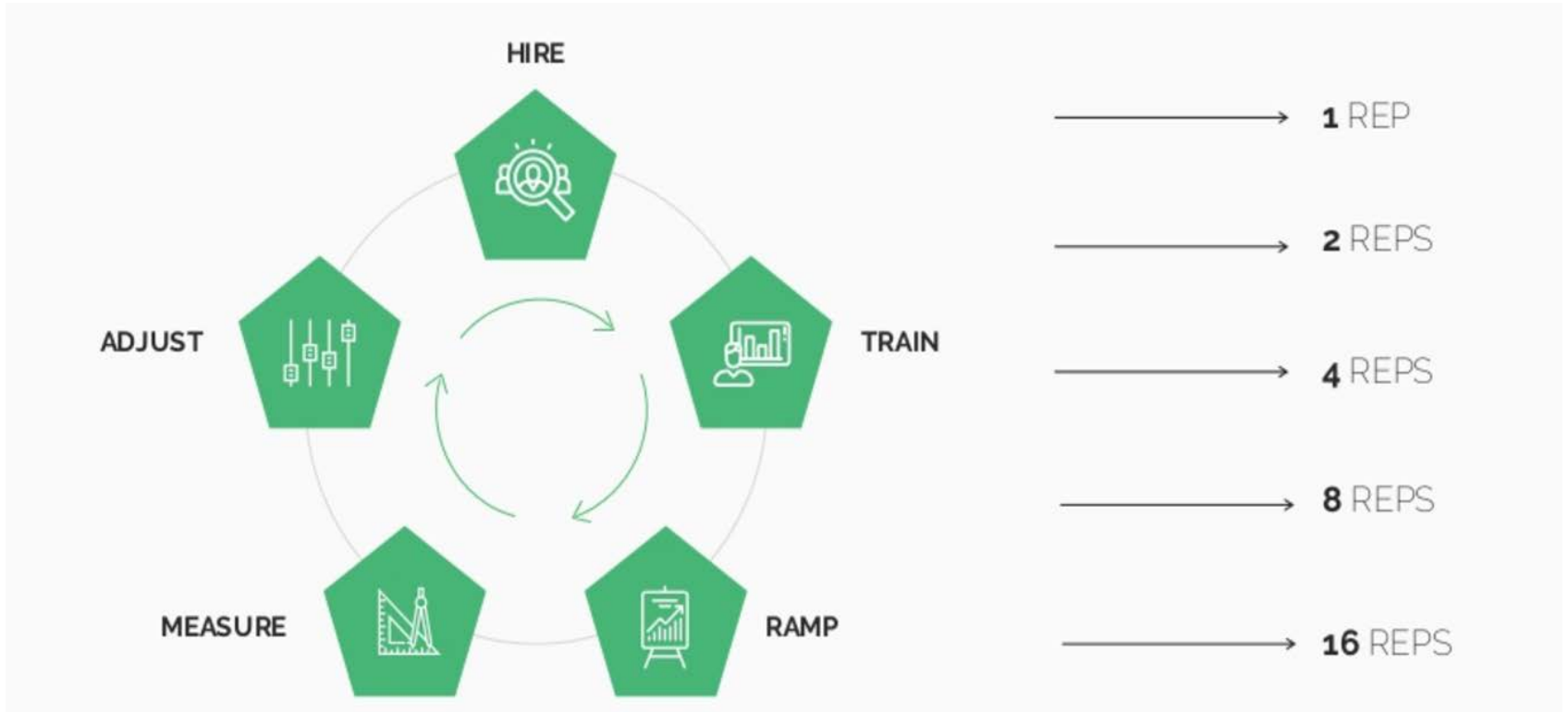
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Creating A High-Performing Inside Sales Team



Source: David Stein, Leaders Fund, Inc. 2017 - A proud Zaius Investor.

Inside Sales Metrics That Matter



Source: David Stein, Leaders Fund, Inc. 2017 - A proud Zaius Investor.

Motivating Compensation Plans

Align To Startup's Goal of Exhibiting Qtr over Qtr Growth:

- Ability to not just see the top of the mountain but well beyond.
- Provide the annual quota well in advance of January 1st.
- Create a sense of urgency for consistent monthly bookings.
- Reward for overachieving.
- Pay variable commission in the first pay period for the prior month.



Inside Sales Startup Example:

- 2017 Annual Quota: \$x
- 2017 Monthly Quota: \$x

- Standard Comm Rate Every \$ Up To Quota: x% (Variable Comm/Quota)
- Accelerator Comm Rate Every \$ Over Quota: 1.5x% (Standard Comm Rate x 1.5x)
- Ability to earn accelerators reset monthly.
- Concern of gaming the system is low with active management.



Making Pipeline Building Fun Via Quarterly Bonus Spiffs

Inside Sales Startup Example:

- Start Day 1 of a quarter.
- For every 25% increase in legit pipeline, you get a \$300 bonus.
- Bonus can be earned until legit pipeline gets to 3X quarterly quota.
- Announce results at weekly team meeting and during 1-on-1's to drive behavior and accountability.

	1/1/17	2/28/17			3X Quota	Pipeline Gap
Sales Rep	Baseline Pipeline \$	Pipeline \$	% Chg	\$ Chg	Pipeline Goal	To 3X Quota
Rep 1	\$x	\$x	x%	\$x	\$x	\$x
Rep 2	\$x	\$x	x%	\$x	\$x	\$x
Rep 3	\$x	\$x	x%	\$x	\$x	\$x
Rep 4	\$x	\$x	x%	\$x	\$x	\$x
Total	\$x	\$x	x%	\$x	\$x	\$x

Goal: Consistent Rep Productivity

Sales Quota Attainment (%)

Sales Rep	10/31/16	11/30/16	12/31/16	1/31/17	2/28/17	Quota
Rep 1 (start date)	x%	x%	x%	x%	x%	
Rep 2 (start date)	x%	x%	x%	x%	x%	
Rep 3 (start date)				x%	x%	
Rep 4 (start date)				x%	x%	
Wtd Average Performance to Quota	x%	x%	x%	x%	x%	

Sales Attainment (\$k)

Sales Rep	10/31/16	11/30/16	12/31/16	1/31/17	2/28/17	Quota
Rep 1 (start date)	\$x	\$x	\$x	\$x	\$x	
Rep 2 (start date)	\$x	\$x	\$x	\$x	\$x	
Rep 3 (start date)				\$x	\$x	
Rep 4 (start date)				\$x	\$x	
Total	\$x	\$x	\$x	\$x	\$x	



THANK YOU!



Prepared By

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