



Early Stage B2B Growth in Today's World

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Sales Today: Why so Hard to Get it Right?

The digital transformation era has arrived.

Technology has *impacted more than we realize!*



Market dynamics



Tech-driven behavior



Cultural shift:
Evolved expectations

How this impacts Sales

- **More vendors in the market**
Noise, competition
- **Expectation of value-driven interactions**
Selling as helping, content marketing
- **Socially-savvy customers**
Transparency, credibility
- **Convenience & customization**
Personalization, self-service
- **New (and more) ways to buy**
Self-serve SaaS, freemium, partnerships



Sales vs. Marketing: What Comes First (and Who Does What)?



The “Revenue Function”: How to Know What’s Right for You

Range of key factors impact sales & marketing planning decisions in the early stage ventures

- How do we make money?
- How is our solution delivered to our customers?
- Who do we sell to (current + desired)?
- Where do we ‘fit’ in our customers’ broader context?
- How will we get our leads?
- What do we expect our sales funnel metrics to look like?
- What external pressures will help or hurt our growth?
- How will we fund our growth investments?



Tips for Getting Started: What I've Learned



Everyone has competition.

Be clear on what you offer and why it's unique.



Beware of Shiny Ball Syndrome.

Be very deliberate in evolving based on feedback.



Knowledge is Power.

Understand what 'good' looks like (even if you can't afford it yet).



Find the Balance.

Balance strategy, planning, foundations and quick-start execution.



Today's discomfort is tomorrow's comfort zone.

Get used to it.



Timing is Everything.

Hire with care, at the right time, and for the right reasons.



Thank you!

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magnetude
consulting is a B2B marketing firm that works with companies looking to grow more rapidly and compete more effectively, helping clients market the right way in today's increasingly complex environment. We provide growth strategy consulting services and fractional marketing department services.