



Fueling Growth: How to Build a Sales Team to Sell More

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David Hall -- DLH Technology Advisors

30+ years of global experience in Business Development, Enterprise Sales and Startup Go-to-Market Strategy

- BS Mechanical Engineering, University of New Hampshire
- Sales and Business Development in multiple industries including Technology, SaaS, Medical Device, Healthcare, Defense and Biotech
- Co-Founded Kona DataSearch in the Salesforce ecosystem in 2011
- Startup Advisor and Angel investor in Technology, SaaS, Biotech and Consumer Brands



Startup Sales – What Now?

- Initial customers need to come from YOU!
- Direct, Indirect, Channel or PLG?
- Selling to the Enterprise is a Mindset
- Over-Discounting = Desperation
- Own Your Pipeline!
- Be Opportunistic!
- Marketing + Sales = Success

