Welcome
Boston Chapter

About the AA-ISP…

- Est. March 2009

- Only Association dedicated to Inside Sales

- ~6K Members | 2K+ Companies

- 50 Chapters

AA-ISP Membership Framework

Learning

- Library
- Conferences
- Webinars
- Training Tuesdays/Frontline Fridays
- Ask-an-Expert
- CISP ®Accreditation

Community

- Regional Chapters
- Conferences
- Member Directory
- Member Communications
- Scholastic Program

Member Services

- Service Providers Directory
- Discount Program
- Inside Sales Assessment
- AA-ISP Job Board
- Event Calendar
- Awards Programs

American Association of Inside Sales Professionals

Association
- Upcoming Events -

Learn – Network – Share

1-Day Conference Series

Atlanta - *June 18th*

Boston - *September 9th*

Minneapolis - *November 6th*

April 8th-9th at the InterContinental Chicago O'Hare in Rosemont, Illinois

-Team Discounts Available

-Annual Awards

Monday, April 7th Pre-Summit Executive Workshop

-Hands-on workshop

-Addressing today's key challenges

Thank you to our sponsors!

American Association of
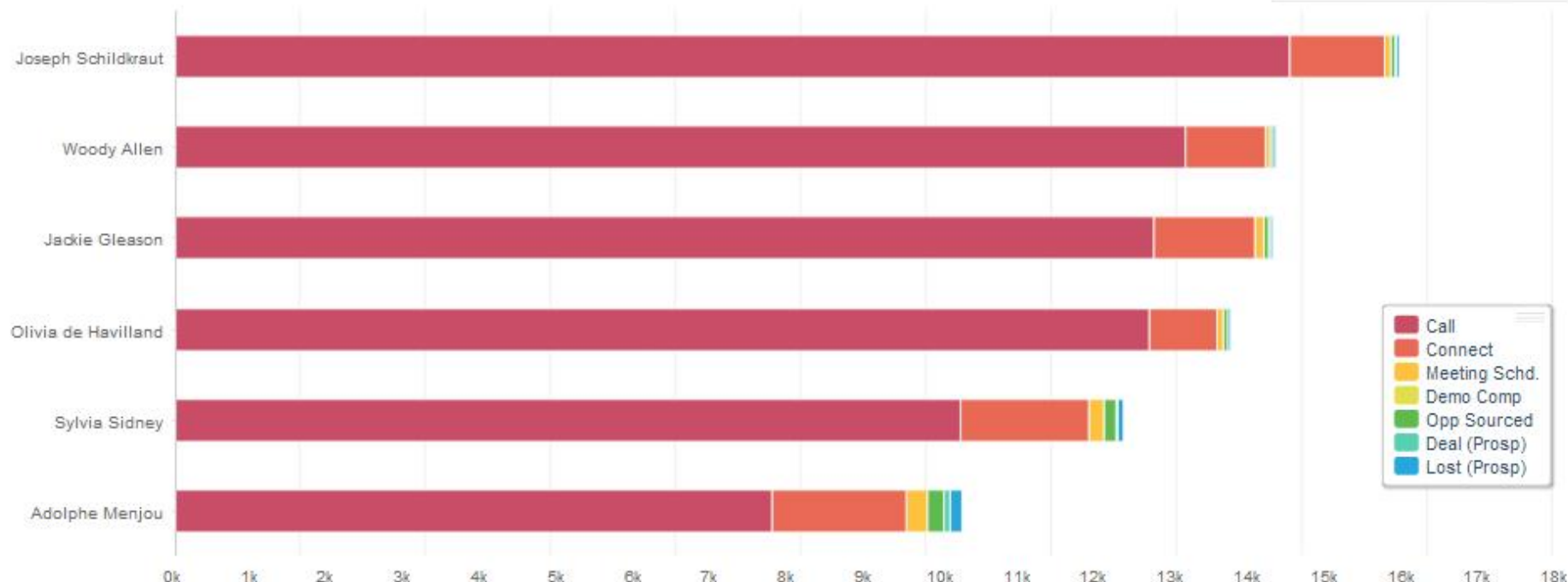Inside Sales Professionals

INSIGHT**SQUARED**

VP Sales & Marketing

Activity Dashboard

Legend:
- Call
- Connect
- Meeting Schd.
- Demo Comp
- Opp Sourced
- Deal (Prosp)
- Lost (Prosp)

SELECTION

All | Top 15 | None | Filtering | Export

Employees	Call	Connect	Meeting Schd.	No Show	Opp Sourced	Deal (Prosp)
☑ Joseph Schildkraut	15,136 (+14,913)	1,369 (+1,147)	117 (+63)	6 (+6)	47 (+47)	5 (+5)
☑ Woody Allen	14,299 (+14,298)	1,203 (+1,202)	105 (+104)	2 (+2)	56 (+56)	6 (+6)
☑ Jackie Gleason	10,370 (+10,370)	1,276 (+1,276)	140 (+140)	22 (+22)	88 (+88)	12 (+12)
☑ Olivia de Havilland	8,699 (+8,699)	706 (+706)	76 (+76)	5 (+5)	65 (+65)	6 (+6)
☑ Sylvia Sidney	4,179 (+4,179)	535 (+535)	34 (+34)	1 (+1)	23 (+23)	1 (+1)
☑ Adolphe Menjou	3,745 (+3,745)	351 (+351)	33 (+33)	1 (+1)	24 (+24)	2 (+2)

American Association of
Inside Sales Professionals

Opportunity Count

Stage	Count	Bar
Qualification	**1061**	
	65%	
Meeting / Demo	**688**	
	47%	
Proposal / POC	**320**	
	78%	
Closing	**250**	
	84%	
Win	**211**	
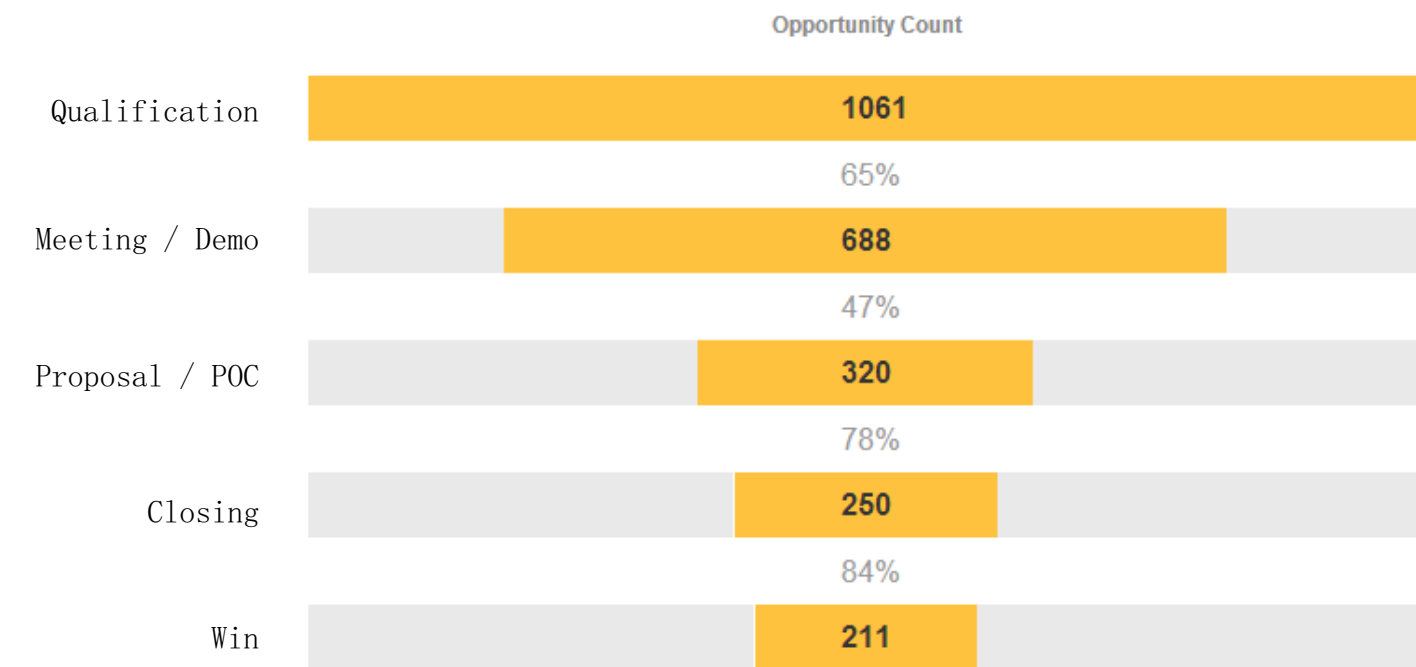
OPPORTUNITY TYPE

Filtering   Tagged with New Business   Export

Stage	Count	% Conversion to Next	Conversion % from Top	Unconverted	Won %
Qualifying	1,061	65%	N/A	373	20%
Present Solution	688	47%	65%	368	31%
Technical Fit	320	78%	30%	70	66%
Closing	250	84%	24%	39	84%
Deal	211	N/A	20%		100%
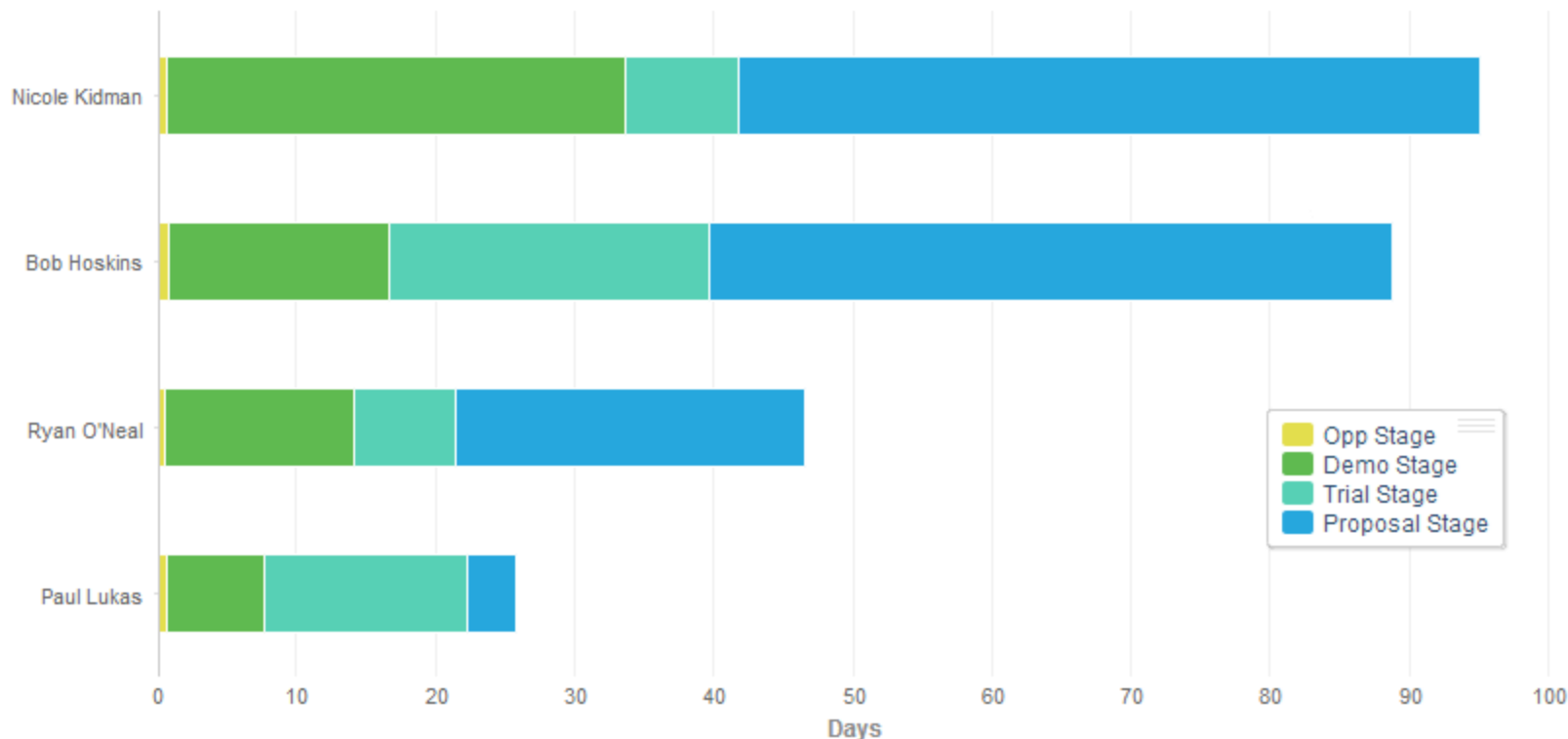
2 FREE Apps:

Sales Funnel
& Sales Leaderboard

HubSpot
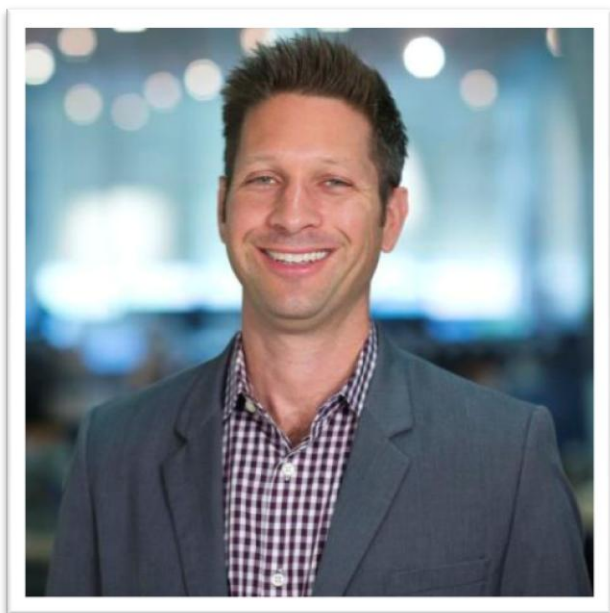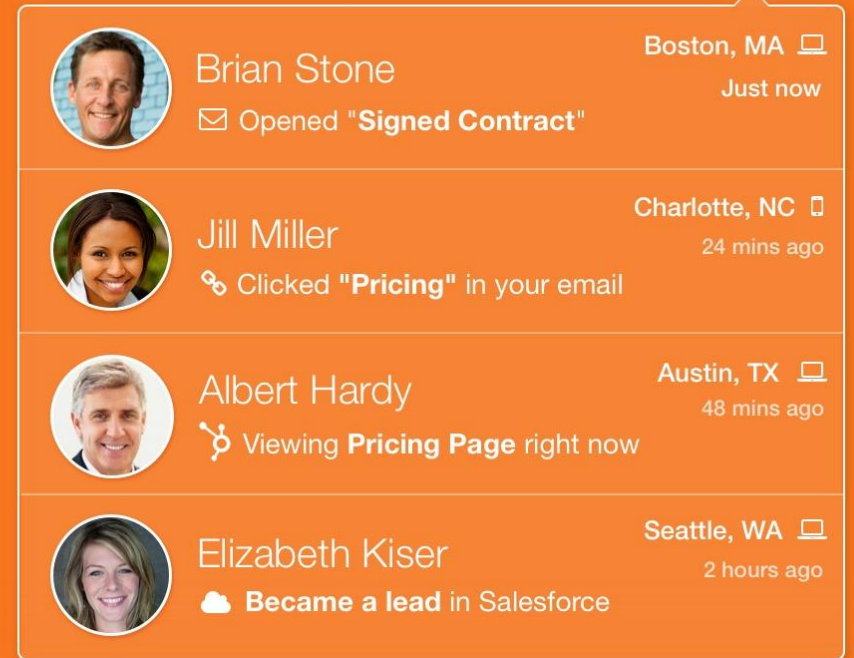
**Chief Revenue Officer
Sales Division**

Have the conversations that matter.

GETSIGNALS. COM

Additional Resources

http://bitly.com/9CRM Templates

Blog.hubspot.com/ sales

NETSUITE
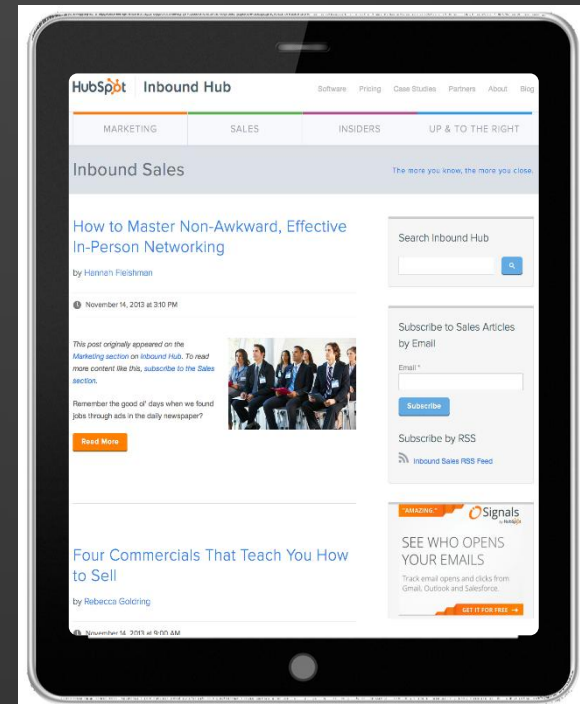
Director, Worldwide Business Development

Hiring Top Talent

I am responsible for two things:

1. Accelerating lead generation

2. Hiring and retaining talent

Who are you looking for?

You have to know what you want before you can get it

How will candidates find you?

…And what will they find?

What we have to offer:

Our Business Development Representative (BDR) Program prepares entry level candidates for an exciting and rewarding career at NetSuite. The 12–18 month program focuses on building product knowledge and developing sales skills through training and development. We are looking to hire our next superstar sales representative or account manager and continue to build a culture of promoting from within. During the program you will make immediate contributions to the organization by:

- Qualifying and producing quality leads for the Account Executives
- Interacting by phone and email with key personnel up to, and including, C-Level executives
- Analyzing prospect business needs, understanding processes, identifying projects, determining requirements and ascertaining potential solutions
- Acquiring and maintaining a working knowledge of the complete capabilities of NetSuite's solution from multiple perspectives—support, professional services, client management and sales
- Working on ad hoc projects for various departments within the organization

If successful in the BDR role, it is expected that you will be promoted into the NetSuite sales organization with a potential 50-100% increase in income.

Why this is a (really) great opportunity:

There are too many reasons to list, so let's start with a few:

1. We have awesome leadership who truly cares about your success and who you can trust to guide you through your career.
2. We have a vision that we are passionate about: to provide a web-based business management solution with all the power of traditional applications at a fraction of the cost. We trail blaze in everything we do, we "take the hill," and we are committed to both our customers and our employees.
3. You will get training and autonomy: NetSuite provides a unique, hands-on learning opportunity that will help give you a competitive edge early in your career.
4. We are fun (no seriously, we are.): NetSuite is built on a culture of teamwork and innovation. Team work + innovation + awesome people = fun.
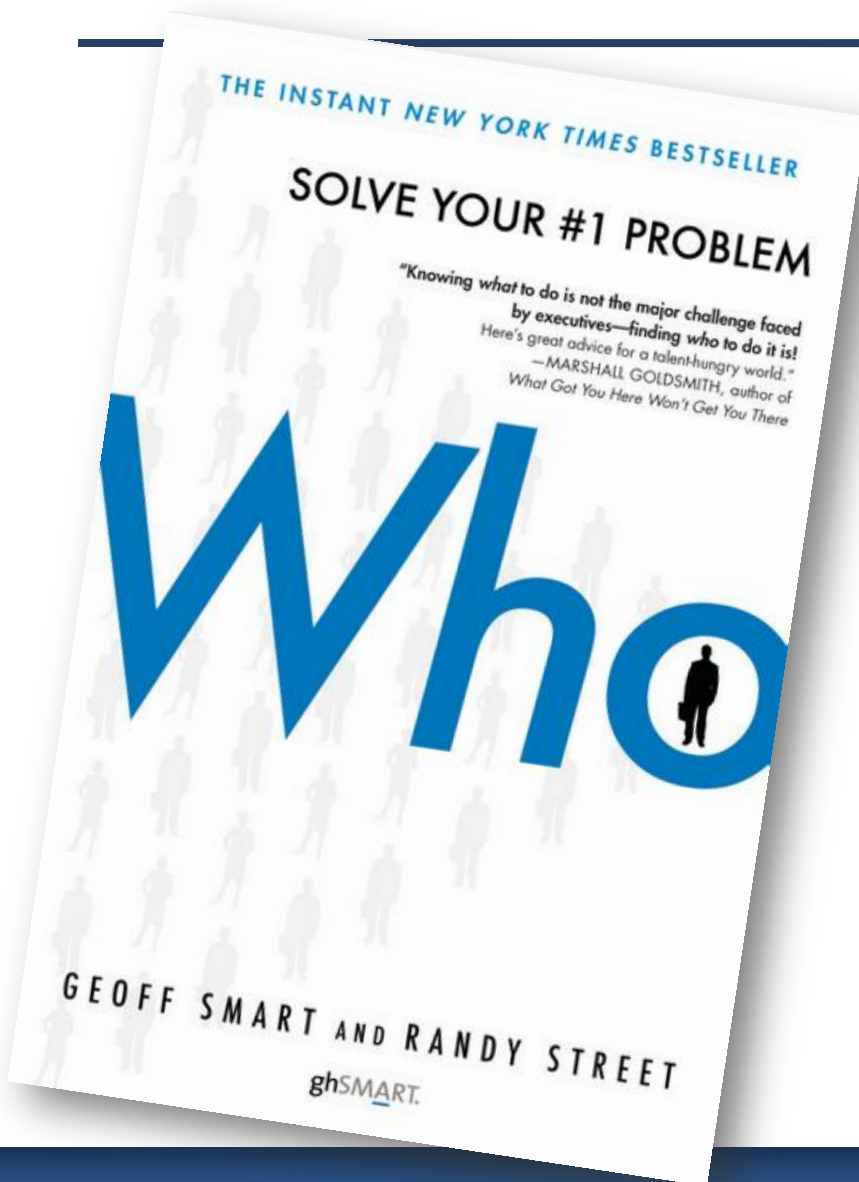
Screen. Screen. Screen.

Make every interaction count

Read the book *Who*

THE INSTANT NEW YORK TIMES BESTSELLER

SOLVE YOUR #1 PROBLEM

"Knowing what to do is not the major challenge faced by executives—finding *who* to do it is! Here's great advice for a talent-hungry world."
—MARSHALL GOLDSMITH, author of *What Got You Here Won't Get You There*
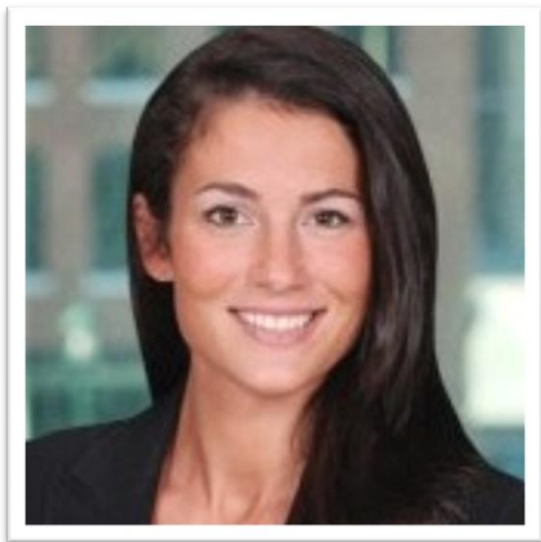
Who

GEOFF SMART AND RANDY STREET

ghSMART.

" The average hiring mistake costs a company $1.5 million or more a year and countless wasted hours. This statistic becomes even more startling when you consider that the typical hiring success rate of managers is only 50 percent. "

openview

Director, Sales & Marketing

Selling the Job

...pretty please?

In 2009…

The best sales candidates needed to sell *you* on why they should be hired for your sales team.

HIRING MANAGER

ROCKSTAR SALES REPS

NOW HIRING

Times have changed.

American Association of
Inside Sales Professionals

In 2014...

5 years later, you now need to sell your job/company to the best sales candidates.

ROCKSTAR SALES REP

HIRING MANAGERS

Boston Co's is Hiring Like CRAZY

Boston.com "Boston's Fastest Growing Tech Companies" 8/2/13

And let's be serious…

Your hiring competitors are pretty damn cool

So why your **company**?

...your **team**?

...your **role**?

At OpenView Labs, we help *24 sales teams* try to differentiate themselves in their respective hiring processes

Recruiting

We're a full-time team dedicated to helping companies find top talent.

Diana Martz   Meghan Maher   Carlie Smith   Katy Smigowski   Salima Ladha

Sales & Marketing

We help you get more customers through market research, sales support, and marketing.

Devon McDonald   Kevin Cain   Tien Anh Nguyen   Brandon Hickie   CeCe Bazar   Kevin Leary   Jonathan Crowe

And here are 10 tips that we offer up to our hiring managers…

1. Sell the hiring process/timeline.

2. Sell the strategic direction of the company.

3. Sell the investor's point of view. Why did they invest in your company?

4. Sell the market opportunity and value proposition.

5. Sell your sales training program and the mentorship of Sales Management.

(particularly for millennials!)

American Association of
Inside Sales Professionals

6. Sell the culture and any unique benefits.

7. Sell your management style.

8. Sell quota attainability and ramp time.

9. Sell the growth potential for the role. (…and give an example)

10. *The Close:* The VP of Sales should deliver the offer.

Make the candidate feel important and valued!

American Association of
Inside Sales Professionals

EMC²

Global Director
Inside Sales Centers of Excellence

Retaining Talent

re·ten·tion

/riˈtenCHən/

An effort by a [business](#) to [maintain](#) a [working environment](#) which supports [current](#) [staff](#) in remaining with the [company](#). Many employee retention [policies](#) are aimed at addressing the various [needs](#) of [employees](#) to enhance their [job satisfaction](#) and reduce the [substantial costs](#) involved in hiring and [training](#) new staff.

Why Do We Care?

Happy, tenured employees = happy customers spending $ = MORE happy, tenured employees

Cost to Value of an Employee

OLD SCHOOL

"4 P's"

Pay

Promotion

Praise

Employee Perks Program

Where to Focus?

- Tighten hiring – offers where strong "fit"
- Define career path with clear, incremental steps
- Invest in training and development

   ……… Especially of Managers

- Fund performance-based compensation reviews
- Execute consistent rewards/recognition
- Build a FUN employee community
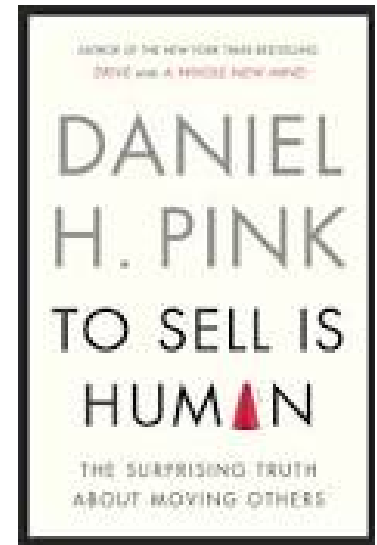- "Re-Recruit" your people

Purpose:
"I want to contribute to something important."

Mastery:
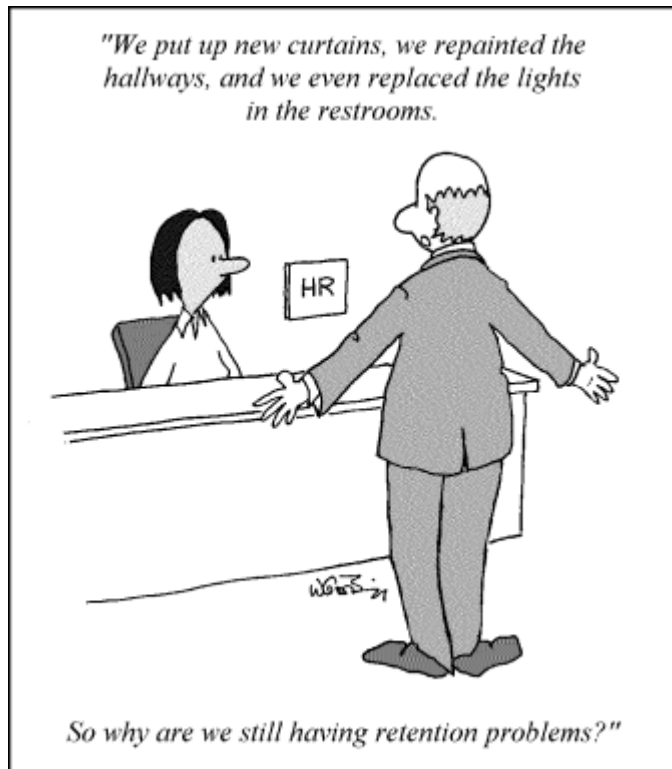"I want to be really good at something."

Autonomy:
"I want to be in control, not controlled."

So… What Now?

"We put up new curtains, we repainted the hallways, and we even replaced the lights in the restrooms.

HR

So why are we still having retention problems?"

- It's not JUST about "Old School" retention tactics

   … but they still play a role…

- Consider the impact of the changing workforce / Millennials

- Start incorporating "New School" retention tactics