

Startup Sales

The Art of Sales Hacking & Deal Closing
Steli Efti | Close.io



Agenda

Day One | September 28

9:00 am | Morning Session

Intro/ Background

*Elastic Inc.
Close.io*

Sales Process

*Differentiate the ideas behind sales exploration versus sales execution.
Provide a clear pathway to achieving Sales Epiphany.*

12:00 pm | Lunch Break

1:00 pm | Afternoon Session

Startup Sales 101

*Define the key qualities and components essential for closing a deal.
Specific tactics and examples will be highlighted to design a tailored approach.*

Day Two | September 29

9:00 am | Morning Session

Q & A Opening Session

Questions from previous day's talk or relevant to the subject

Objections Practice

*Dive deeper into the practice of managing objections.
Develop a FAQ document and practice these responses.*

12:00 pm | Lunch Break

1:00 pm | Afternoon Session

Sales Calls

*Discuss strategy and outline key objectives for a sales CALLS.
Example script for inbound calls.*

Calling Practice

Practice inbound call script.

Sales Emails

*Discuss strategy and outline key objectives for a sales EMAILS.
Example scripts for inbound emails (B2B & B2C).*

Startup Sales Hiring

Strategy for team growth.

Q & A Closing Session

Questions from today's session or relevant to the subject.

Thank you!

** Orange indicates active participation