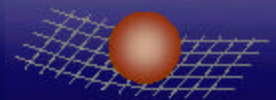
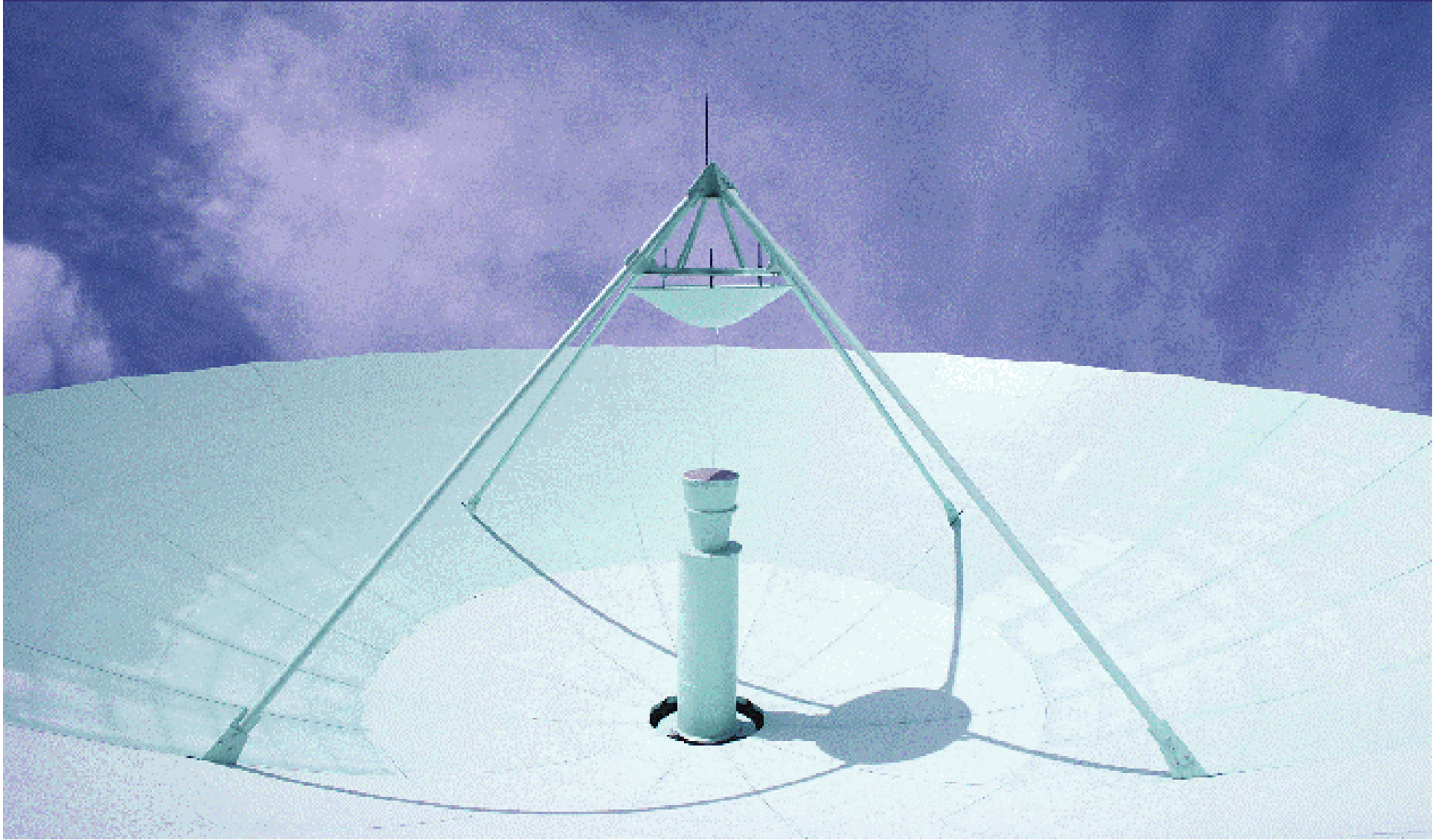
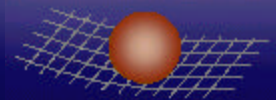


Getting in Touch with the Sales Psyche



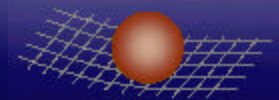
Introducing Tonight's Panel

- Jay Shiveley, Atlas Venture
 - / 22 years sales in explosive-growth software companies
 - / Vitria, Forté, Oracle, Lawson
- Jeff Pulver, E.piphany
 - / 12 years of marketing in direct sales software companies
 - / Octane, PeopleSoft, IBM: Corporate Marketing
- David Taber, DOTnet Consulting
 - / 16 years marketing in direct-sales software companies
 - / Product management -> SVP Worldwide Marketing

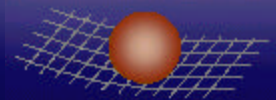
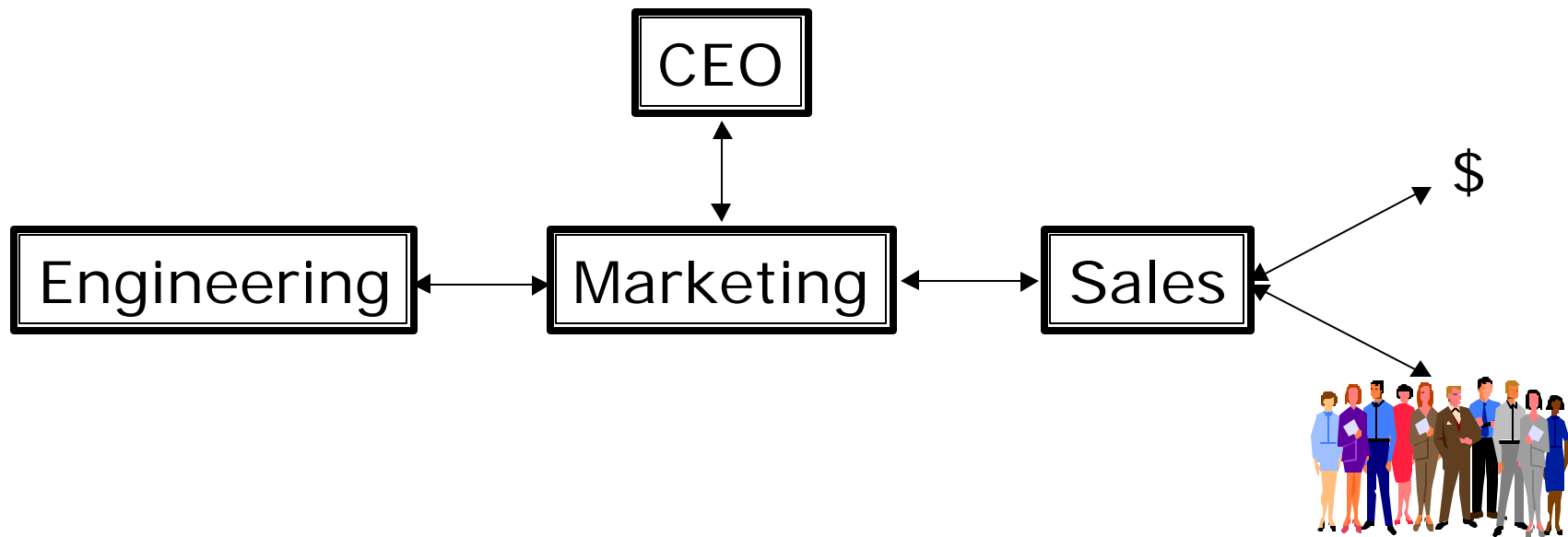


What the Worst Case Looks Like

- Sales doesn't like working w/Marketing
 - / "Deliverables are useless"
 - / "Their leads are nothing but time-wasting losers"
 - / "We wouldn't dream of including marketing in sales calls"
 - / "Why should we cooperate with marketing's projects?"
 - / "We've had to create our own marketing functions"
- Marketing can't seem to work w/Sales
 - / "Impossible deadlines" plus "no consistency"
 - / "They called 17 of the 3500 leads I gave them"
 - / "We spend most of our time with engineering, the CEO, analysts, PR firms, branding companies... "

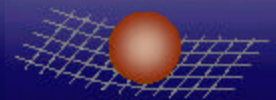


The Natural Tension



The Bottom Line

- How does Marketing add value to your company?
 - / Sales boosts short term valuation
 - / Engineering boosts future valuation / market power
 - / How did **Marketing** increase your share price last month?
 - / What would your CEO say?
- The only purpose of Marketing is to make your product / service easier to sell
 - / You simply cannot be too close to sales!
 - / (By the way, they make your job possible)



What Sales Needs from Marketing...

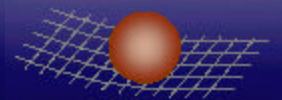
Panel

At Issue

Sales

Marketing

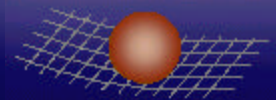
Q&A



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What Marketing Wants From Sales

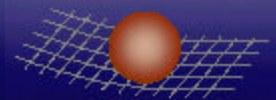
- Clearly communicated sales objectives
- Partnership mentality
- Seat at the table
- Constant, honest feedback
- Commitment to adopt messages and brand consistency
- Commitment to training



Marketing Effectiveness

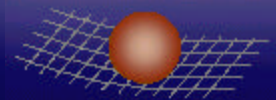
Best Practices

- Trust at the top
- “Sales is our customer” mentality in marketing
- Jointly defined sales process
- Sales Leadership Council
- Marketing in the Sales VP’s staff meetings
- Jointly executed sales training programs
- Listen well, act quickly
- Constant Communication



Marketing/Sales Continuum

- Jointly design the objectives and requirements of each step of the continuum
- Set expectations together
- Jointly define measurements and criteria for review / analysis



Panel Discussion Topics

- What's the best you've ever seen it?
- What parts of marketing seem useless to sales?
- How can a marketer (who's never been in sales) get into the Sales psyche?
- Does marketing go too slow, or sales too fast?
- What are some good tricks for "win-wins"?
- What behavior/style issues must marketers avoid?
- How do you get / keep the ball rolling?

