

15.387

Technology Sales and Sales Management

Final Class

Lou Shipley

Dennis Hoffman

Kirk Arnold



**MIT Sloan
MANAGEMENT**

Four sections to course

- Making a sales call
- Basic Sales Management
- Advanced Sales Management
- Startup Sales Toolkit



Dispelling notions

Making a sales call

- Preparation
- open
- Active listening
- Handling objections
- Head, heart & wallet
- Creating a deal
- Trial closing
- Closing



Basic Sales Management

- Territory creation and management
- Compensation planning
- Forecasting
- Hiring
- Firing
- Direct
- Channel
- Team selling
- Training



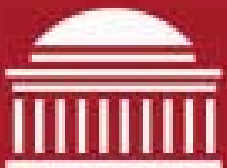
Advanced Sales Management

- Global sales management
- Opening a subsidiary
- Exclusive/non exclusive partners
- Multi tier distribution
- OEM negotiation
- Inside sales modeling
- Integrating sales forces
- Negotiating complex transactions
- Selling to the enterprise

Startup sales toolkit

Startup toolkit

- Freemium
- Open Source
- CRM
- Marketing automation

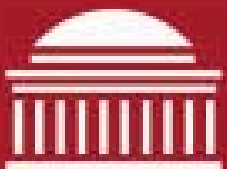


About Lou

- Senior Lecturer at MIT
- CEO, Black Duck Software
 - ▶ Open Source Logistics Software
- CEO, VMTurbo.com
 - ▶ Intelligent Workload Management for Cloud and Virtualized Environments
- Experienced Operating Executive
 - ▶ Citrix
 - ▶ Reflectent (acquired by Citrix)
 - ▶ WebLine Communications
 - ▶ Avid Technology
- B.A. from Trinity College and M.B.A. from HBS

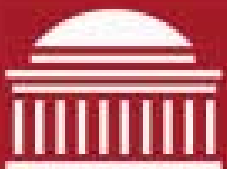
About Dennis

- SVP, Strategic Planning, EMC Corporation
 - ▶ Diversified Information Technology
- CEO, Storigen Systems (acquired by EMC)
 - ▶ Distributed Storage Networking
- Previous Roles
 - ▶ Entrepreneur in Residence, Bessemer Ventures
 - ▶ Product Management and Marketing, Avid Technology
 - ▶ Strategy Consultant, Marakon Associates
 - ▶ Engineer, Polaroid Corporation
- BSEE from Union College and MBA from Harvard
- Married, four children, two dogs
- <http://www.linkedin.com/in/dennishoffman/>



About Kirk

- Lecturer at MIT
- CEO, Data Intensity
 - ▶ Cloud based services provider of Oracle application and data management
- Experienced General Manager
 - ▶ COO, Avid (Audio/Video tech; public, global)
 - ▶ CEO, Keane (Systems Integrator and Outsourcer, public)
 - ▶ CEO and Founder, NerveWire (Consulting and SI; venture)
 - ▶ Sales and sales management, IBM
- B.A. Dartmouth; Chair, Mass Tech Leadership Council; Board member, Cramer Digital Marketing



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