



15.387 – Entrepreneurial Sales

<i>Case</i>	Grid Pro
<i>Class</i>	Designing Sales Territories
<i>Assignment</i>	Questions 1-3

Overview:

You have just been appointed Regional Vice President of Sales for GridPro, a new Israeli virtualization computing company. Grid computing or virtualization is a way of parsing complex computing tasks that are currently handled by large mainframe computers. Grid computing allows the tasks to be subdivided among many of the existing computers, using their dormant processing cycles and then allows them to merge the information for analysis on any single client device. For example, a pharmaceutical company could do complex analysis of a protein in half the time and at 20% of the cost.

By making available the “buckets” of computer processors, storage and network intelligence, and a company could use this software to create a customized remote server that can be cloned. This device might be likened to “The Sorcerer’s Apprentice”—a device that a computer engineer can essentially wave wand and produce multiple servers from one.

You previously have worked in Enterprise sales for IBM and covered the Mid-Atlantic States of the United States. Your new territory is the states of New York, New Jersey, Pennsylvania, Maryland, Virginia, West Virginia as well as the District of Columbia. Your new boss is Shlomo Murphy, who is the Vice President of Sales and who has just moved from Haifa to Lexington, Massachusetts.

Assignment:

1. Take a Map of the United States and design a prospecting system for your first 13 weeks. Which companies will you call on? What is your strategy for deciding? Should you go regionally? Or by industry sector? Be ready to present this to Shlomo (who you should treat as your “customer” because he is the one that will approve it).
2. Assume that you can see two potential customers per day, block out your plan for the first 10 weeks. Who will you be calling on—and why?
3. What information that is available will you use—and why? How might you use the Internet to help you in prospecting?

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Spring 2015

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