15.387
Technology Sales and Sales Management

Final Class

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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/](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
15.387 Entrepreneurial Sales
Spring 2015

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