



INSIDESALES.COM

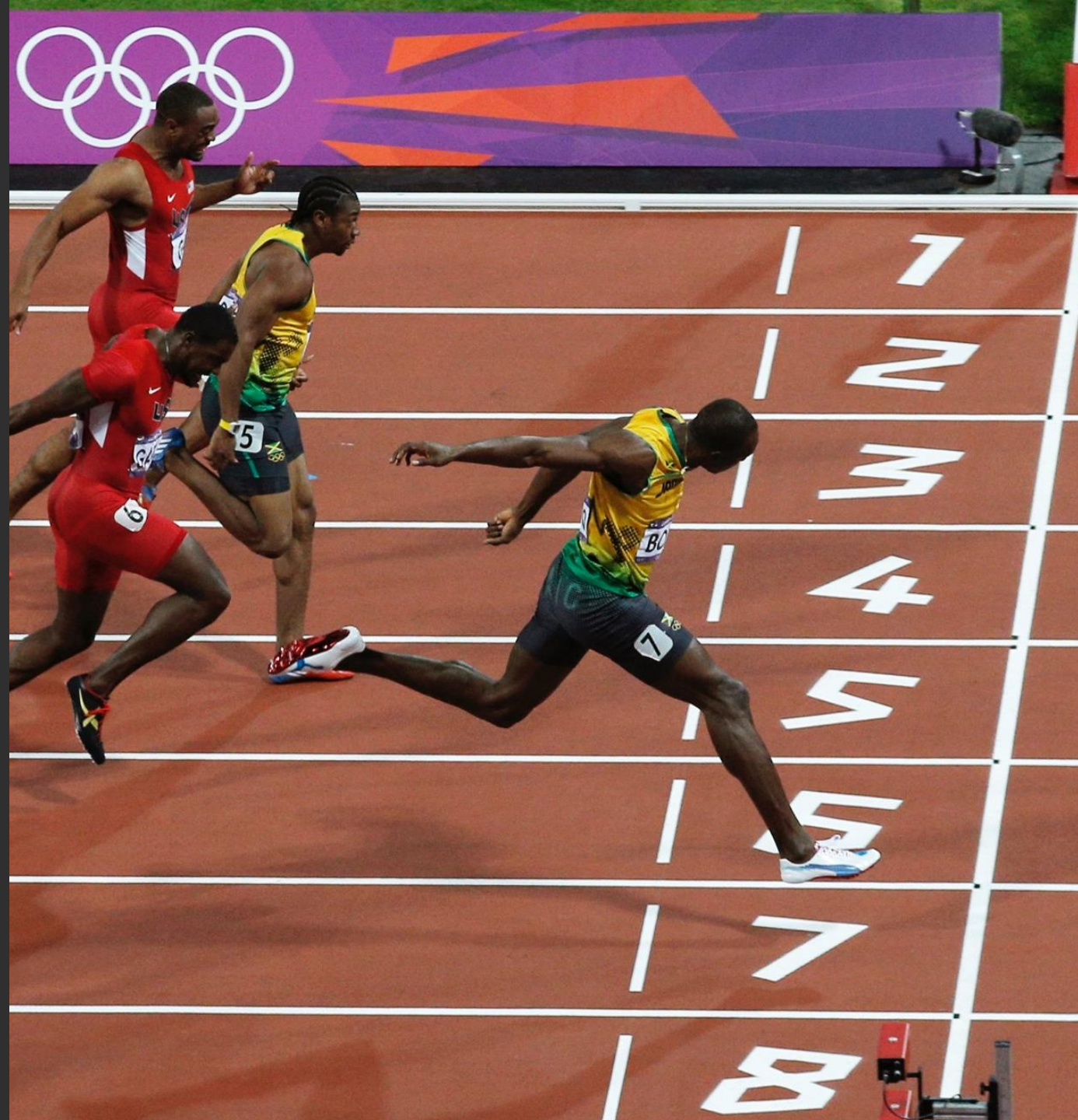
Building a High Touch Sales Team



Avanish Sahai
SVP Channels and Alliances
@avanishsahai



**What does it take to
build a winning SaaS
business?**



A Tale of 2 Companies



Deal Size

\$100,000,000

\$10,000,000

\$1,000,000

0

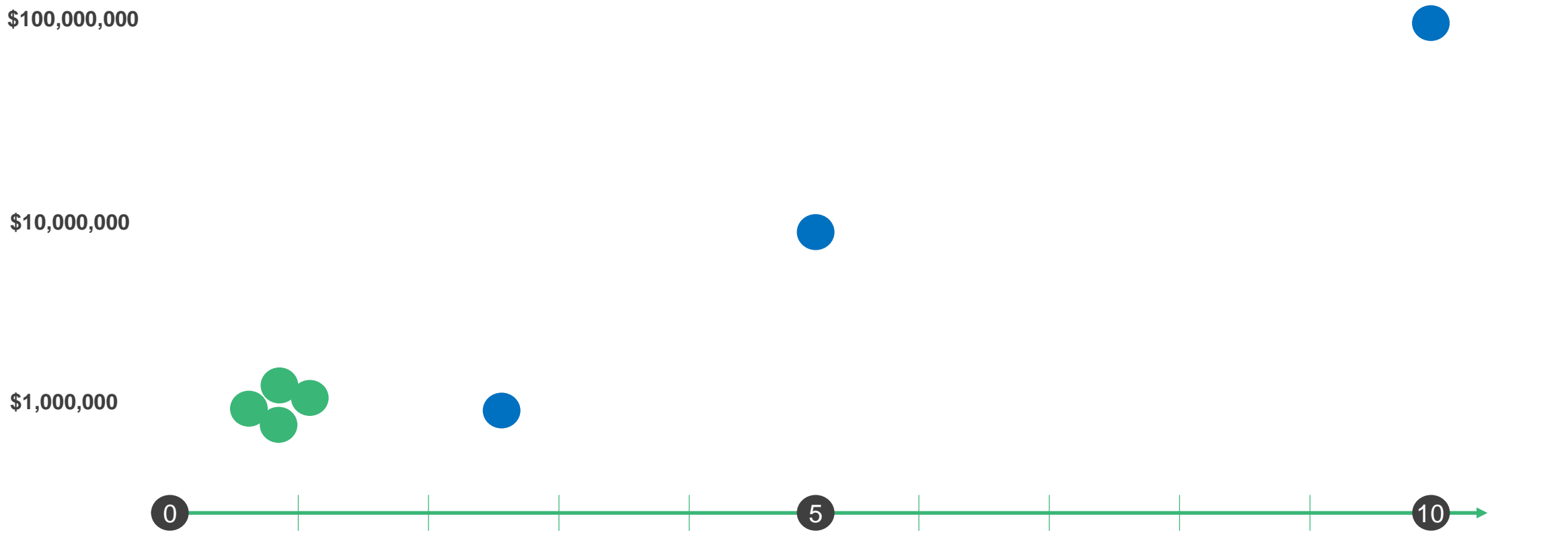
5

10

Years

Recruitment of High
Touch Sales
Leaders

INSIDESALES.COM



InsideSales – New Go-to-Market Team

As of May 2015



JIM STEELE
President & CRO



DAVID RUDNITSKY
SVP Enterprise Sales



MARTIN MORAN
SVP & GM EMEA



AVANISH SAHAI
SVP Channels & Alliances



DEAN ROBISON
SVP & CCO



ORACLE



INSIDESALES.COM

The \$5B Playbook

- 1 Think BIG, have attitude.
- 2 No deal is won or lost alone.
- 3 Connect the dots.
- 4 Focus on “why not.”
- 5 Always take the deal off the table.
- 6 Get your face in the place.
- 7 Fun facts build instant credibility.
- 8 Be proactive on all paperwork.
- 9 Always get *quid pro quo* in negotiations.
- 10 Share best practices.
- 11 Go after game changers.

Obrigado!

Science + Data = Sales Revolution