

# A Model for Low Touch Sales

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(In just 10 slides)

MATT DOYON • VP OF SALES

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# AGENDA

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- 1.** What Does Low Touch Mean?
- 2.** Is My Business High Touch, Low Touch, No Touch?
- 3.** How to Build a Low Touch Process?
- 4.** How to Scale a Low Touch Team?

# WHAT DOES LOW TOUCH MEAN?



# IS MY BUSINESS HIGH TOUCH, LOW TOUCH, NO TOUCH?

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Two key guidelines for SaaS startups

LTV

> 3X

CAC

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Months to  
recover CAC

< 12 months

IS MY BUSINESS HIGH TOUCH, LOW TOUCH,  
NO TOUCH?

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LTV

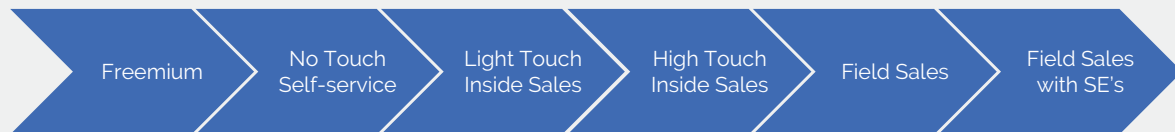
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= 3+

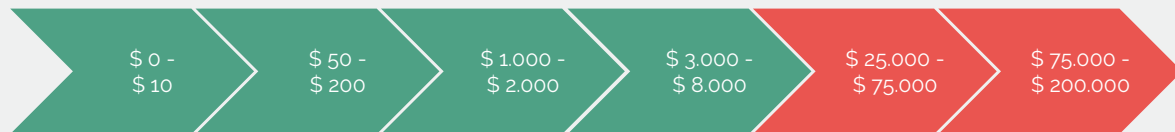
Sales CAC + Marketing CAC

# IS MY BUSINESS HIGH TOUCH, LOW TOUCH, NO TOUCH?

- LTV:CAC = 3+
- Example:
  - LTV of Contributed Customers/Month = R\$60k
  - Total CAC = R\$20
  - Marketing CAC = R\$6k
  - Sales CAC = R\$14k Max
    - Base = R\$5k
    - Commission = R\$5k
    - Taxes & Benefits = R\$3k
    - CRM, Internet, Phone Etc = R\$1k



## Rough Estimates of Cost of Customer Acquisition (CAC)



# HOW TO BUILD A LOW TOUCH PROCESS?

Time is money



# HOW TO BUILD A LOW TOUCH PROCESS?



## Rough Estimates of Cost of Customer Acquisition (CAC)





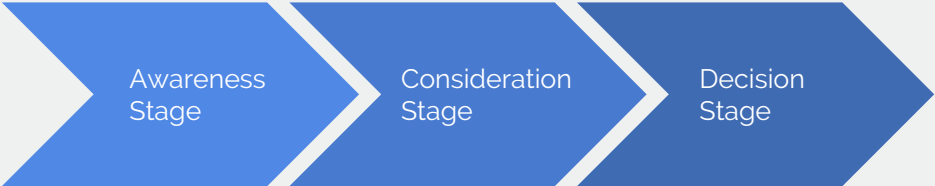
# HOW TO BUILD A LOW TOUCH PROCESS?



## Rough Estimates of Cost of Customer Acquisition (CAC)



## The buyer's journey



# HOW TO SCALE A LOW TOUCH TEAM?

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## The Machine

Step – by – Step Process  
S.M.A.R.T.  
Clear KPIs  
Hiring Criteria  
Measure Core Competencies  
Hire In Multiples

## Employer's Commitment

Explain Hiring Criteria  
Explain Concerns  
Step – by – Step On-boarding  
Detailed Training  
Best Practice Guides  
Required Tools  
Weekly Coaching  
Assigned Mentors  
Transparent Expectations  
Equal Opportunity to All  
Minimum Performance (3:1)  
Promotion Threshold

## Employee's Commitment

Embody Hiring Criteria  
Address Concerns  
Pass New Hire Exam  
Meet Min Performance

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