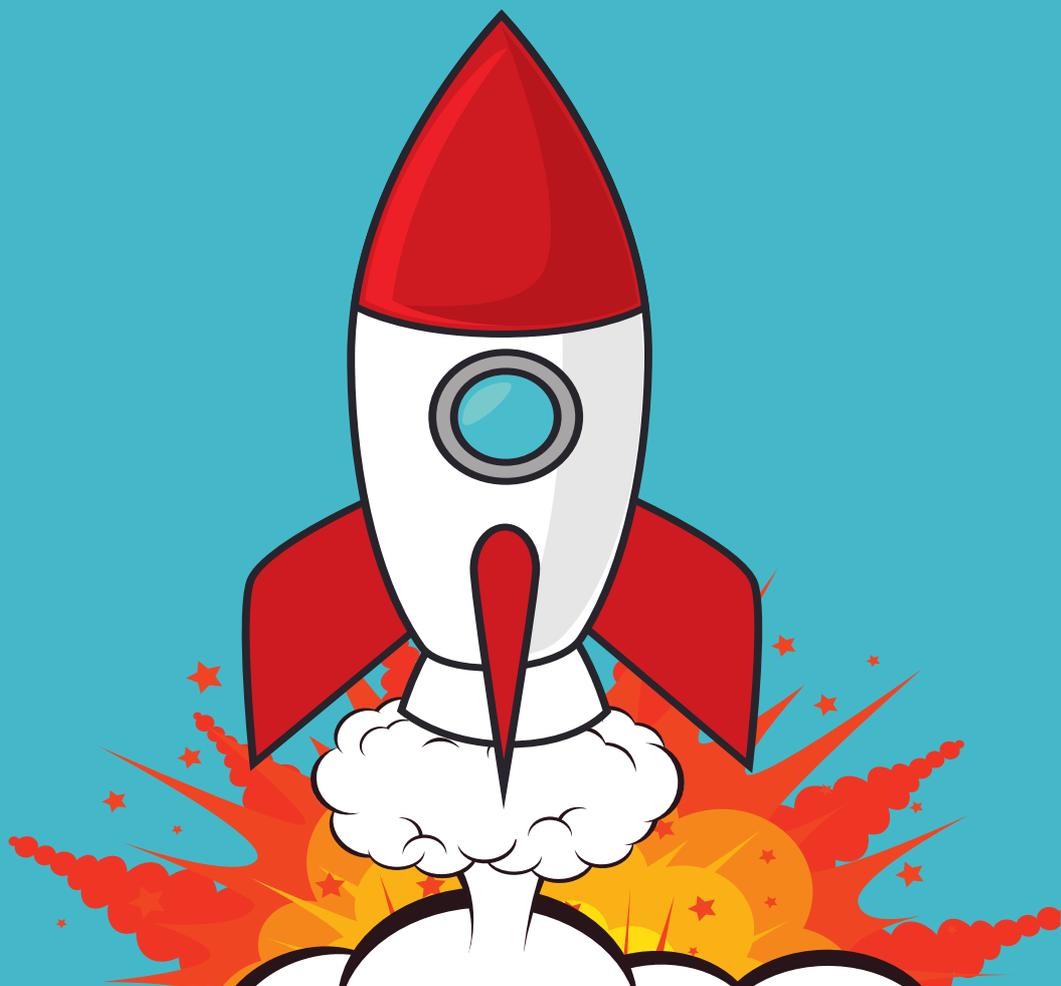


THE SALES DEVELOPMENT PLAYBOOK

Grow your business from zero to
10,000 customers and beyond!



teamgate 

In the end, running a business is about freedom. This guide shows you how to achieve it, no matter if you're just starting to look for first customers or scaling from 1,000 to 10,000 customers.

There are four major milestones in any business:

1. Getting from zero to 10 customers
2. Growing from 10 to 100 customers
3. Scaling from 100 to 1,000 customers
4. Joining the 1,000 & beyond club

Do you want to grow your business, create a scalable process for attracting new leads and customers, all without a fleet of salespeople?

Then grab a cup of coffee, free the next 20 minutes and let's get started!

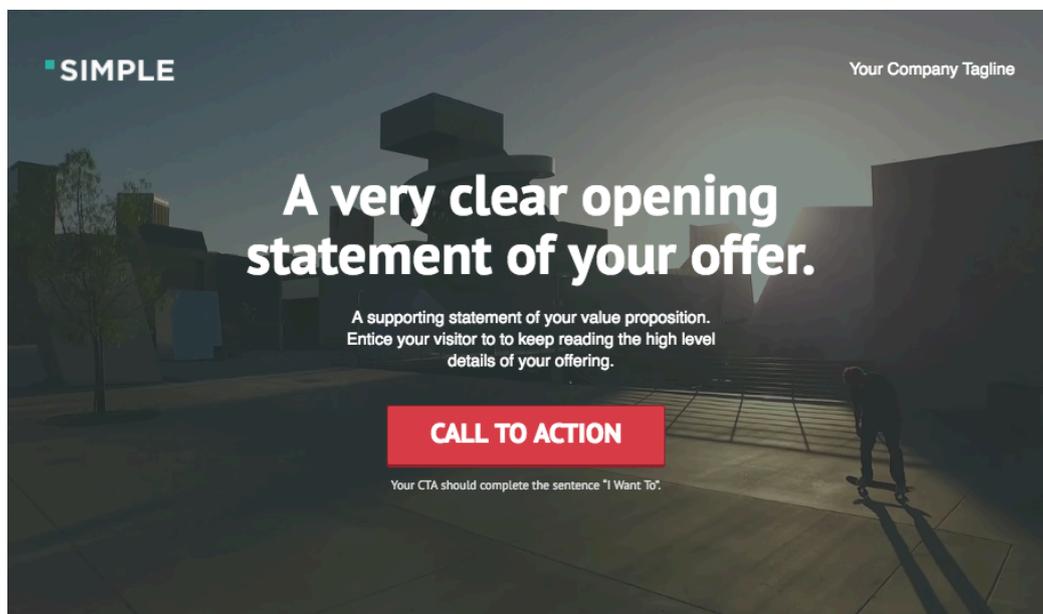
FROM ZERO TO 10 FIRST CUSTOMERS

No customers = no business. Stop trying to figure out a clever domain name and focus on finding leads for your business.

Here's what you're going to do to get these first leads:

Step #1: Create a landing page

Build a basic page from scratch or better yet use one of the templates from [Unbounce](#), [Leadpages](#) or any other service.



Don't overthink this, your website doesn't need to do all those things you want it to do. Yet. Right now all you need is a form to gather potential customer data.

Step #2: Reach out to friends & family

Open your Facebook. Navigate to your profile page. Go to the Friends tab. Is there anyone there who will find your product valuable? What about your coworkers? LinkedIn connections?

If you already have another website, blog or business - will any of your existing customers find your new business useful?

Nobody expressed any serious interest or received only polite “sure, tell me more” responses? It’s not time to give up yet. If you don’t already know someone who would use your product, there’s a high chance people from your network do. Ask for some introductions.

Step #3: Hustle hard

Stop planning, start selling. Contact at least 10 people in the next 24 hours. Then do it the next day, and the day after that. It doesn’t really matter who they are and what they do. What matters is that you take action.

If they express any interest - get them to commit to a pre-order or try your beta. If they aren’t - find out why.

FROM 10 TO 100 CUSTOMERS

Got the first 10 customers? Good job! Certainly you don't want to stop now. You'll have to adjust your game to reach 100 customers.

Step #1: Find successful customers

Take a closer look at the customers you have. Who has grown the most since adopting your product? Who is using more advanced features of your products, expanding into more seats and paying more money with each passing month?

Once you identified these successful customers, find out what industry they are in, what's their annual turnover, how many customers do they have, how many employees and most importantly — how do they use your product?

Spot the qualities that are similar for all your successful customers and use them to describe your ideal customer persona. Check that all leads you contact in the future also have these qualities.

Step #2: Start transition to long-term strategies

When you're just starting up, it makes sense to handle every support call personally, visit new customers in person or contact your immediate network to get first customers. Once you surpass the 10 customer mark, it makes sense to invest more time into building a process that scales with your business.

This includes activities like cold calling and cold emailing, setting up drip campaigns and building a lead generation process.

It doesn't mean you have to drop everything and focus on the long-term tactics just yet. Yet as you move closer to the 100 customer mark, you should spend more and more time on them.

Step #3: Don't react to change, anticipate it

What used to work for you to get the first 10, 20 or 30 customers will not work anymore as you grow. If your process starts to look like disorganized mess — it

might be a good time for you to drop the spreadsheets or Trello to manage the sales pipeline and invest in a more powerful Sales CRM tool.

FROM 100 TO 1,000 CUSTOMERS

If you got it this far, congratulations - you've achieved more than most businesses. Yet what got you to 100 customers won't get you to 1,000. You're going to need to develop completely new sales approach if you want to continue to grow.

At this level, you must focus on your core metrics and take advantage of advanced segmentation options modern tools provide.

Step #1: Metrics, Metrics, Metrics

You're probably already tracking dozens of metrics. Constantly struggling to make sure the metrics you track are accurate. And second guessing what metrics you should or shouldn't be tracking.

Here's a list of five metrics that really matter, help you keep track of your business and estimate how fast you can grow.

1. Churn
2. Lifetime Value (LTV)
3. Customer Acquisition Cost (CAC)
4. Monthly Recurring Revenue (MRR)
5. Average Revenue Per User (ARPU)

Educate yourself on how to accurately track these metrics, how they interact together and ultimately how you maximize (or minimize) them.

Step #2: Segment your customers

Now the metrics themselves provide a good overview, but the real power lies in segmenting your users and comparing these metrics between segments.

This will give you the information you need to grow your business faster and in a most cost-effective way.

Wondering what's the most effective way to segment your customers? Here are some ideas to get you started:

1. Location
2. Industry
3. Size
4. Acquisition channel
5. Frequency of use
6. Cohorts

This is just a starting point. Most likely your business has some unique attribute that would provide critical intel when applied as rule for segmentation.

Step 3: Hire talent, not experience

Majority of the companies with less than 100 customers don't have a dedicated salesperson. Like so many other duties, sales usually fall on shoulders of one of the founders. When you get your first 100 customers, it might be the right time to fire your first salesperson.

The first person you'll hire for this role doesn't need to have huge sales experience. Hire for potential, and with right process and tools, they will help your company succeed.

During the first few months, spend time on training your new hire to help replicate your results. After that you can take a more hands-off approach, but still check in every day.

FROM 1,000 TO 10,000 CUSTOMERS AND BEYOND

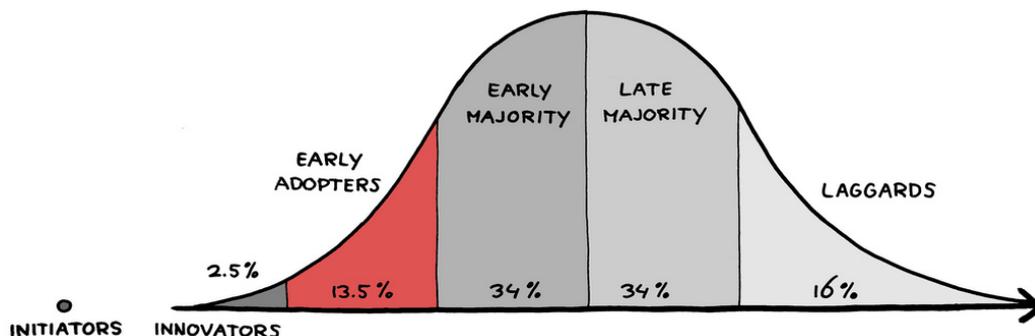
Your success so far can be largely attributed to your laser-focus on one niche. Your ability to grow to 10,000 customers and beyond will depend on how successfully you can enter new markets.

This doesn't mean you will need to abandon your current focus. Rather you'll need to expand that focus and experiment with new approaches for both your business and your sales process.

These are the steps to grow to 10,000 customers and beyond.

Step #1: Find early adopters from other markets

Take a closer look at your customer base and find customers that don't match your initial buyer persona. The early adopters who heard what your product can do and made it work for their specific use case.



Your initial niche is most likely almost saturated. You will get more sales from it, but it's time to think about venturing into other markets. This is how you can pinpoint the most lucrative opportunities.

Step #2: Identify high-potential markets

Usually companies expand internationally and enter new countries. You can group your early adopters by industry or other attribute and see if there's an opportunity to experiment there.

Prioritize the resulting segments by value they create for your company. This can be done by referring to segment's lifetime value, monthly recurring revenue or cost of acquisition among others.

The segments that show the highest value for your company are the high-potential markets you should consider investing in.

Step #3: Experiment and compare opportunities

You've found the high-potential markets, how to choose which opportunities to pursue and which to ignore? First, validate that there's a long-term demand for your service in this market.

This way you'll have more data to compare multiple high-potential markets and invest in opportunities that generate most value for your business, not the ones that you personally like.

Step #4: Go all-in on the winner

Once you've established the winner, you have to push forward. Don't get cold feet because you don't know that new market as well as you knew your initial market. After all, they have one crucial thing in common - they both want to use your product to solve their pains.

It's time now to learn if that pain is different for the new market and how you can adjust the workflow to best serve their needs.

The best part?

You don't have to be an expert in this market to enter it. You already have some customers from this niche who will be happy to help you if you ask. Learn, experiment, adapt and you will succeed.



Award winning for it's ease of use, Teamgate is the only sales CRM for fast-growth service businesses to connect, research, present, and close their inbound leads – with a **guaranteed increase** in success rate.

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