

Sales in the Social media age

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What is open source?

- A style of development, but defined by a license
- Third party code available as source code on the Internet offered to all on standard terms
- “OSS” is software licensed under an “open source license”
 - ▶ Must allow free redistribution
 - ▶ Must make source code available
 - ▶ Must allow derivative works
 - ▶ No discrimination against people, groups or fields

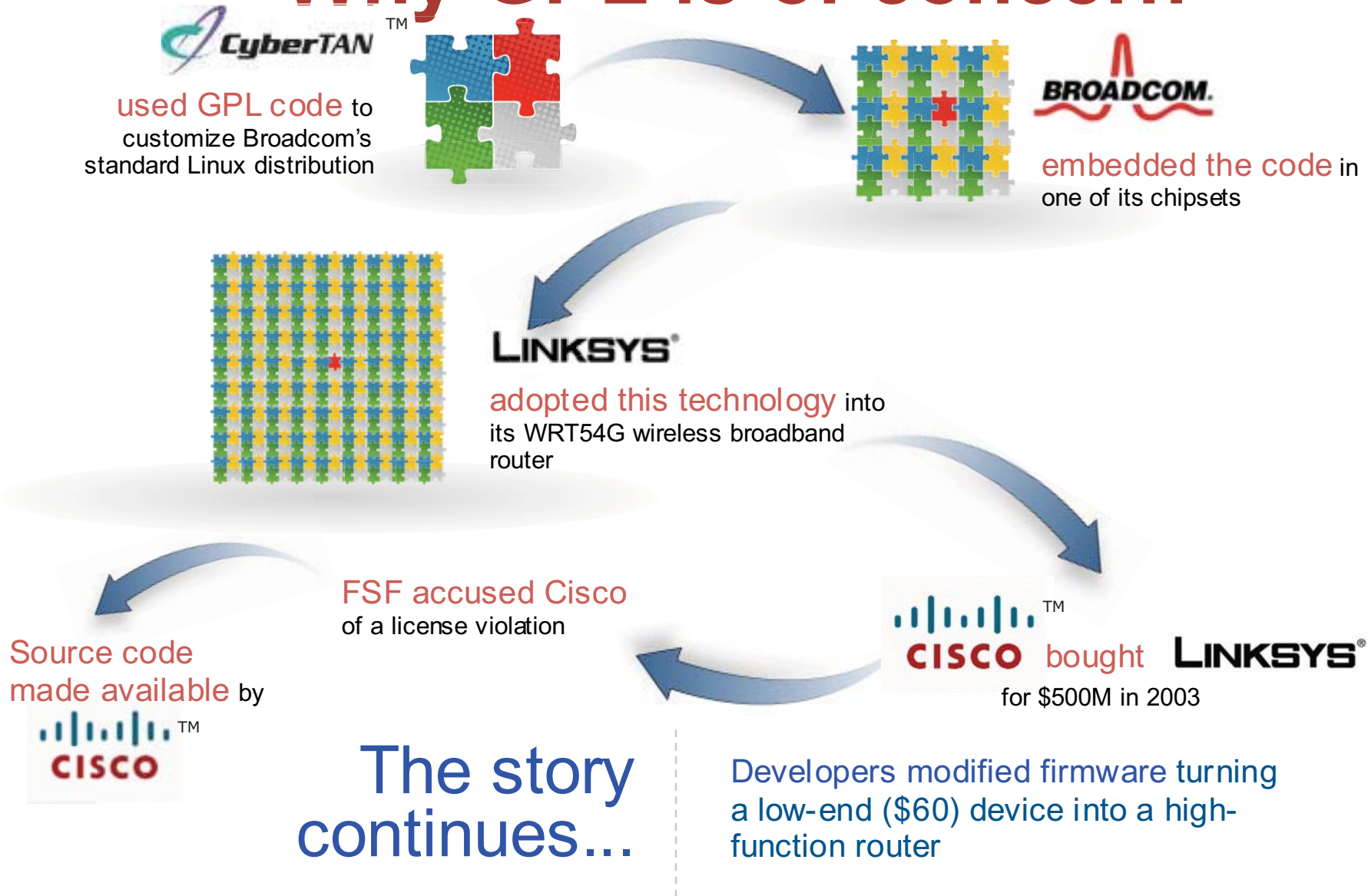


The range of OSS licenses

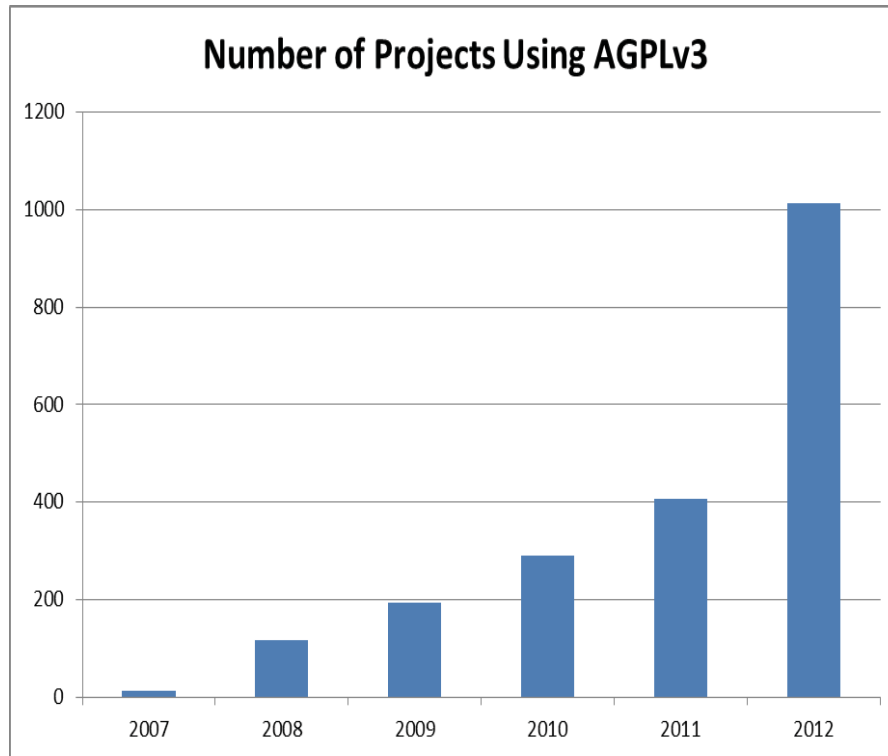
Rank	License	%	Cume %
1	GNU General Public License (GPL) 2.0	32.7%	32.7%
2	Apache License 2.0	12.8%	45.5%
3	GNU General Public License (GPL) 3.0	11.6%	57.1%
4	MIT License	11.3%	68.4%
5	BSD License 2.0 (3-clause, New or Revised) License	6.8%	75.2%
6	Artistic License (Perl)	6.3%	81.5%
7	GNU Lesser General Public License (LGPL) 2.1	6.2%	87.7%
8	GNU Lesser General Public License (LGPL) 3.0	2.6%	90.3%
9	Eclipse Public License (EPL)	1.6%	91.9%
10	Code Project Open 1.02 License	1.3%	93.2%

- Permissive
 - MIT, BSD, Apache
- Restrictive
 - GPL, AGPL

Why GPL is of concern



Open source projects using Affero GPLv3

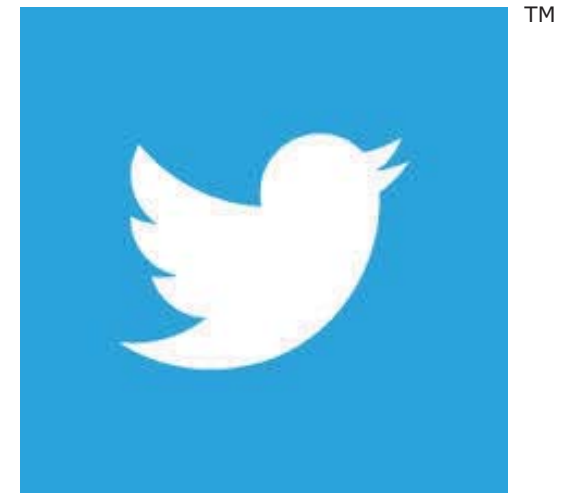


Source: <https://www.blackducksoftware.com/osrc/data>



Examples of other AGPL-style Licenses:
Open SW License, Common Public Attribution License, Apple Public SW License, Academic Free License, Sleepycat License.

How does Selling change with social media?



Sales: 101

- 1. Identify Suspects
- 2. Contact Suspects and Identify prospects
- 3. Qualify Prospects as in A, B, C categories
 - (size, purchasing power, immediate need, buying influence)
- 4. Present, Demonstrate, Overcome Objections, Close

Example: New Lithium Battery for Power Tools

- Who needs it?
- What are they using now?
- What is our Advantage?
- Who inside makes decisions?
- Can we present to their evaluation group?
- Submit proposal?
- Win Contract

Job of the salesperson:

- Bring data to the discussion.
- Consultative salesperson.
- Bring customer to visit other customer
- Win early evaluation
- Win production contract
- negotiate the maze of the customer



**Assume: Everyone is always
connected**

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Your suspect/prospect has n opinion of your “brand” without...

- ...ever listening to a sales pitch
- Or.... Every seeing your ad...
- And he/she... can learn what they don't know... through social media



Example: Auto Tires

- Old: at 36,000 miles, driver notices ads in local paper, drives into tire store and gets pitched.

Old: Full page ad costs \$50,000

- goes to 1 million households with cars
- Costs \$.05/household
- average male drives 12,000 miles/year
- Average female drives 8,000 miles/year
- average set of tires lasts 40,000 miles
- so only one or two months every FOUR years, is this household buying tires.
- Or just 2% of the market...20,000 cars... which comes out to...
- \$2.50/buying household!



Ads... drive customers to store or brand... sales person drives prospect to

- ... a decision

Social buying

- Goes online.
- Asks friends.
- Gets advice from other owners of his car.
- Gets quotes.
- May buy the tires over the Internet. Goes to Facebook. Gets all the data he needs.



“ I drive often in Northern New England in bad weather to ski....

- “I drive a MB 550....what kind of tires should I buy?”
- answer::” Nokian.....235’s... and you should get them studded”
- “Call Terry at Direct Tire... he
- Knows what he is talking About”



Industrial Example: LuLu Instruments

- Sells test equipment for corrosion detection to government, industry, academia. Cost of equipment: \$25,000
- Problem: people involved in buying: 21
- Problem: key sales time spent on phone: who are real prospects, vs. tire kickers.
- What is size of company? Number of employees? Location?

How would you spend \$100,000? On social media

- 1. you have half time of one marketing person.
- 2. Wiki? Adwords?
- 3. Blog? Who?
- 4. What are you quantitative goals?



Audience Identification

- What platforms do they use? Facebook, Twitter, Slideshare, Flickr
- How do buyers, users, technical people and C level people interact?
- What topics are they talking about
- What brands have been mentioned in conversation

Measuring Social ROI

- How do we do this?



Managing SEO

- Position your website to be top-ranking
- Refine your website design to be engaging
- Increase profitability click-through rates from PPC campaigns
- Develop strong conversion rates
- Expert web statistics analysis



Example Non-Branded SEO Rankings

Keywords	Position	Keywords	Position
code audit	2	open source code compliance	2
code inventory	29	open source code management	11
code matching	1	open source compliance	1
code quality audit	1	open source compliance software	1
code scanning	14	open source consulting	1
Database Vulnerability	18	open source due diligence	1
future of open source	1	open source financial services	1
governance and compliance	24	open source governance	3
manage open source	20	open source governance software	3
managing open source	10	open source in mobile	24
managing open source software	4	open source knowledge base	13
multi-source development	1	open source license	5
open source adoption	7	Open Source License Data	1
open source application security	10	open source license management	13
open source assessment	4	open source licenses	5
open source audit	1	open source licensing	5
open source audit services	1	open source licensing data	2
open source audits	1	open source management	13
open source automotive	7	open source methods	11
open source best practices	2	open source policy	5

Non-Brand Keywords Not Ranking

Keywords

application security
benefits of open source
code management
database security
financial software compliance
financial software regulations
free and open source software
Heartbleed Vulnerability
independent software vendors
license compliance
mobile application security
mobile banking security
open source community
open source components
open source development
open source discovery
open source encryption

Keywords

open source initiative
open source integration
open source projects
open source software
open source software automation
open source technologies
oss industry
oss management
security risk assessment
security vulnerabilities
software compliance
software m&a
software security
software security audit
software security management
software security solutions
software vulnerabilities

Further detail

Keyword	Ranking Position	Monthly Search Frequency	Total Monthly Search Frequency
code center	1	110,000	201,000
black duck	1	40,500	60,500
code sight	1	2,900	5,400
black duck software	1	1,300	1,900
black duck protex	1	91	390
protexip	1	36	110
black duck code sight	1	28	73



Bloggers

Top-25 virtualization bloggers

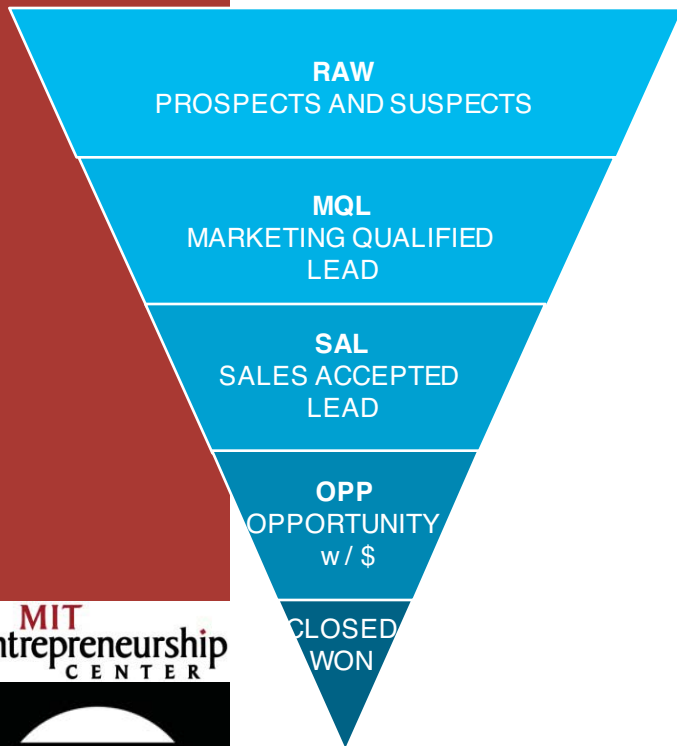
18 JANUARY, 2010 – 11 COMMENTS

Eric Siebert just published the results of the [Top-25 bloggers](#) poll. Over 700 people voted and several bloggers entered the top-25 like Frank Denneman and Alan Renouf. I would like to thank everyone for voting on me. It's a true honor to be part of a list like the following, let alone being voted as the number one virtualization blogger...

1. [Yellow Bricks](#) – **Duncan Epping** – 158 #1 votes – total score of 4,191
2. [Virtual Geek](#) – **Chad Sakac** – 111 #1 votes – total score of 2,938
3. [Scott Lowe's Blog](#) – **Scott Lowe** – 56 #1 votes – total score of 2,889
4. [NTPro.nl](#) – **Eric Sloof** - 22 #1 votes – total score of 2062
5. [RTFM Education](#) – **Mike Laverick** – 7 #1 votes – total score of 1,734
6. [Virtualization Evangelist](#) – **Jason Boche** – 13 #1 votes – total score of 1,482
7. [VM/ETC](#) – **Rich Brambley** – 5 #1 votes – total score of 1,138
8. [Gabe's Virtual World](#) – **Gabrie van Zanten** – 8 #1 votes – total score of 1,096
9. [Virtual Storage Guy](#) – **Vaughn Stewart** – 58 #1 votes – total score of 990



Sales & Marketing Funnel targets 2015

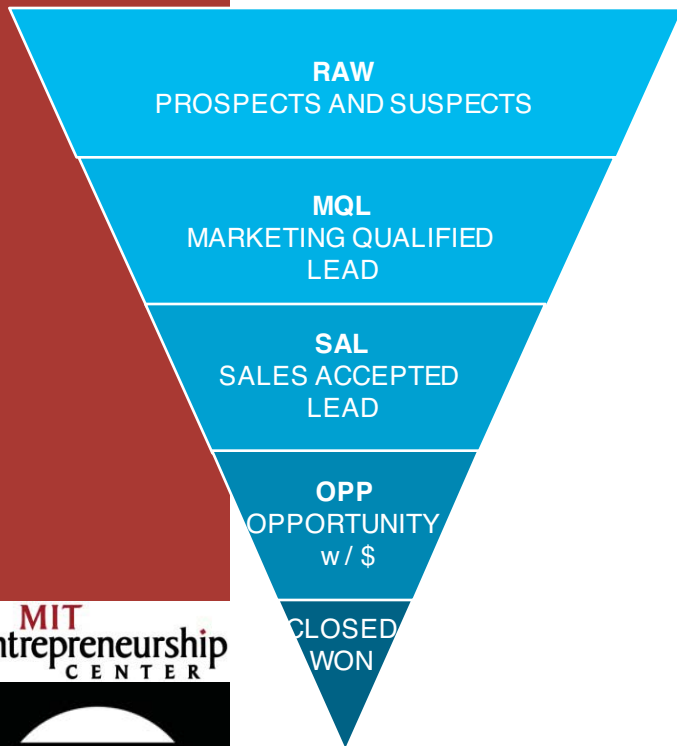


Conv. Rate		Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
	RAW	10,000	10,000	12,000	14,000	15,000	17,000
10%	MQL	1,000	1,000	1,200	1,400	1,500	1,700
64%	SAL		640	640	768	896	960
10%	OPP		64	64	77	90	90
≈25%	CUS			16	16	19	22

9-Month Sales Cycle

Enterprise Solution
Closed-Won
New Business =
76

Sales & Marketing Funnel targets 2015



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10%	OPP		64	64	77	90	90
≈25%	CUS			16	16	19	22

2,900
Mid-Market
Prospects

22 closed-won
Needed for 2015

76

9-Month Sales Cycle

Who's on your website?

DEMANDBASE

B2B Marketing Cloud ▾ Why Demandbase ▾ Resources ▾ Company ▾

REQUEST A DEMO

Black Duck Software, as a Demandbase customer, you've proven yourself to be a B2B Marketing game-changer. Our customers have tripled engagement, increased pipeline, and won the respect of their Sales teams.

SEE WHAT YOUR PEERS ARE DOING



DEMANDBASE AT SIRIUSDECISIONS
Going to Nashville May 11-15? Come see what we're up to.

LEARN MORE



BEST PLACE TO WORK
Demandbase named #5 on Best Places To Work by the SF BT

READ PRESS RELEASE



JOIN THE WEBINAR
Changing the game with Premium Analytics

REGISTER

- HELLO
- ATTRACT
- ENGAGE
- CONVERT
- MEASURE
- HOME

Search Engine People
0 page view today

Moreton
0 page view today

Bracco Research
0 page view today

Jeff Dennis
0 page view today

Quæro
0 page view today

eMarketer
0 page view today

SciQuest
0 page view today

Desimone Auto Body
0 page view today



Where is social going?



CRM



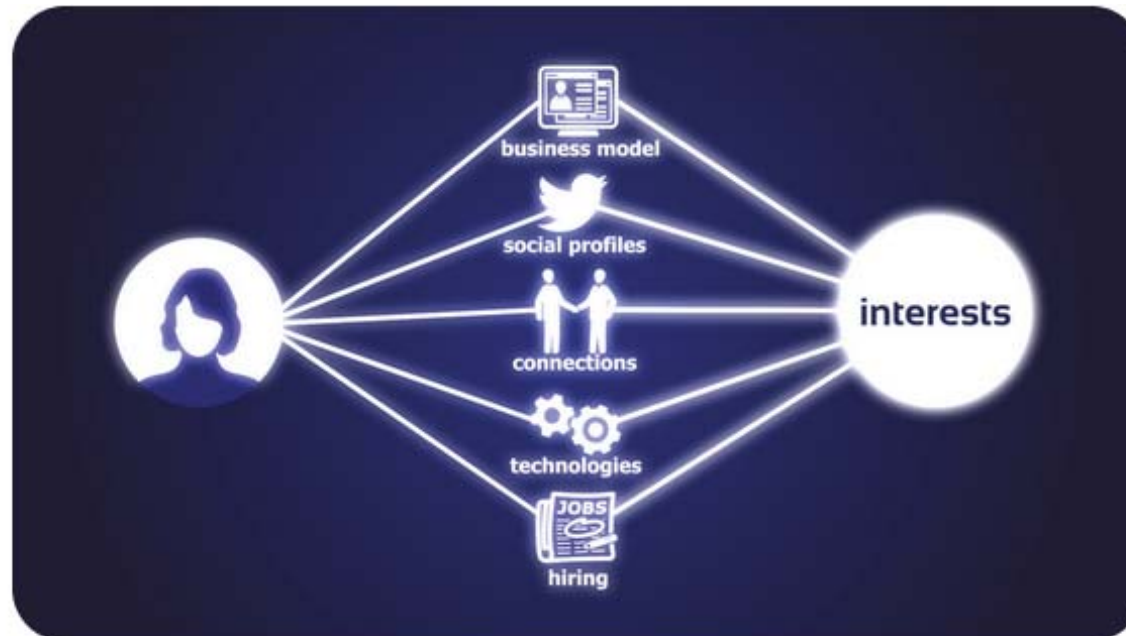
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Social Selling



The big data of the Web and social profiles reveal why a prospect might buy your unique product.

Finding Patterns in the Data

Anyone can read a person's Tweets, but it's rare for someone to explicitly state their commercial interests there or anywhere. To find true interests, you need a way to consider thousands of data types simultaneously. The challenge is even greater when you need to market to thousands (or tens of thousands). The key to finding patterns is an analytics machine that learns by example. That's what the InterestBase does - it learns about your prospects by watching your campaigns.

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