



SOFTWARE REVENUE GENERATION GUIDE

Summary Review for Growing SaaS Businesses On Demand

Keychain Logic
Accelerating Revenue On Demand

www.KeychainLogic.net



Sales, marketing & business development guidance for service-focused software companies

“The significant problems we face today cannot be solved at the same level of thinking we were at when we created them.”

— Albert Einstein

The Transforming Software Sector

Concerned with accelerating growth in Software-as-a-Service (SaaS) and On-Demand businesses, this guide focuses on the fundamental shift in the enterprise software sector. Independent Software Vendors (ISVs) are transforming from technology application providers and becoming trusted advisors delivering business process improvement and value-added services & expertise.

These are *entirely* different roles, most noticeably in sales, marketing and business development. Thus, the solutions for ISV growth are fundamentally different.

This summary guide provides discussion and ideas from the basis of Dr. W. Edwards Deming's analysis that shows employees' influence on norms and culture is somewhere around 6%; the influence exerted by an organization's systems

and processes accounts for the other 94%. Thus, the guide's thesis is that transitioning ISVs and new SaaS and On-Demand providers need to look closely at their entire business model and operating methods in order to be successful in the new enterprise software environment.

Particularly important are the areas of sales and marketing because these are the organizations responsible for customers' first impression of the ISVs' business. Significant, but sometimes subtle changes are required to ensure these roles effectively adopt the new, service-oriented approach to solving customers' business problems.

The guide's users should keep in mind Albert Einstein's caution that “the significant problems we face today cannot be solved at the same level of thinking we were at when we created them.”

Revenue Generation Table of Contents

Revenue generation is an end-to-end process that starts with marketing and must maintain continuity throughout the sales cycle, funnel management, channel development (including strategic alliances), and sales compensation.

This summary guide provides SaaS and On-Demand ISVs with an overview of the information available in more detailed guides that cover each of the included topics. Included in this series are ideas and recommendations designed to help

transition the revenue generation process into one that is appropriate for a service-focused environment.

These guides, and their companion workshops, will provide ISVs with practical, working tools that can be customized for specific company needs.

The goal is to accelerate ISV transformation. Beyond this guide, we are available to provide additional support and detailed recommendations.

Topics in this summary guide include:

Jump-Starting Revenue Generation

- Effective Lead Generation Using Guerrilla Marketing Techniques.....2.a
- Sales Cycle Management in Recurring Revenue Environments.....2.b

Accelerating Sales Activity

- Customer Implementation & Expanded Channels3.a
- Sales Compensation for Over-Achievement3.b
- About Keychain Logic.....4



39 Amesbury Court, Danville CA 94526
925.552.9964
info@KeychainLogic.net
www.KeychainLogic.net

Guerrilla Methods for Lead Generation



Be an Expert in the Customer's Field

Today's enterprise looks to its vendors for workable business solutions. By focusing on the *service* of the Software-as-a-Service (SaaS) and On-Demand models and by establishing themselves as experts, independent software vendors (ISVs) can differentiate themselves. The combination of expertise and service establishes the ISV's brand as the *de facto* solution.

Sharing Knowledge and Marketing Services

With full understanding of their customers' pain, SaaS and On-Demand ISVs demonstrate exper-

Incorporate Traditional Marketing Techniques

Standard techniques involving identity branding, trade shows, promotion, even outbound calling, all have value in SaaS and On-Demand ISVs' marketing programs; however, the focus needs to be shifted from the applications' technology, features, and ROI. Instead, these efforts are best concentrated on repositioning the ISVs service providers that use technology to deliver their solutions.

Guerrilla Marketing Resources

Jay Conrad Levinson developed guerrilla marketing in 1984; an industry has grown from his ideas. The web and in particular social media have become both sales and marketing tools. Anthony Parinello's

"Always be on the lookout for ways to turn a problem into an opportunity for success. Always be on the lookout for ways to nurture your dream."

— Lao Tzu



"You must take action that will move you toward your goal. Develop a sense of urgency."

— Les Brown

tially prospects that are ready to discuss the solution delivered by the ISV's SaaS or On-Demand application; these are opportunities sales should pursue. Time is of the essence, and salespeople must engage with prospects who feel the pain of the business problem the app is designed to address and who have an understanding of the solution the ISV offers.

This is not a "low-hanging fruit" solution but proof of the need to appropriately "percolate" leads.

Embrace the Opportunities of Objections

Salespeople move the sales process forward by identifying and overcoming customers' objections to buying. To accelerate the SaaS and On-

Marketing Plans

Guerrilla techniques include traditional branding, articles, press releases, published regularly, content that offers value, and when the service provider, revenue growth.

must solicit objections and overcome them artfully

rule from 20% of the revenue. This means sales management opportunities that are urgent on them.

The accelerated pace of the SaaS and On-Demand sales process requires sales management to work not only faster but smarter, as well.

Delegate part of this responsibility to salespeople and keep abreast of their daily activities via a weekly activity report. Embrace WAR, and move smarter deals to closure faster.

Close, Close, Close

Aggressive sales cycle management requires an underlying shift in sales process where urgency and immediacy are key. Close every conversation, every meeting, every step, and, where possible, get "proof" of the close. Soon, the customer will have no other option but to sign.



About



Keychain Logic accelerates revenue growth in the emerging Software-as-a-Service and On Demand sectors by delivering customized tools and services to independent software vendors that supercharge their entire revenue production engine.

These sales, marketing, and business development strategies have been generating explosive growth in technology businesses for over twenty years, resulting in more than \$3.2 billion in new contract revenue.

A major contributor to the Software & Information Industry Association's SaaS Working Group committee on ISV Transformation, Keychain Logic leads workshops and seminars on accelerating SaaS growth and publishes articles that address marketing and sales issues faced by vendors and VARs in the new enterprise software industry.

Additional resources can be found at www.KeychainLogic.net.