



Sales and Marketing in an Entrepreneur Country

*by Julie Meyer
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Develop Your Go-To-Market Strategy

- **Think Big, Start Small, Move Fast**
- Who are your natural allies?
- All B2B businesses are ultimately B2C2B businesses
- Everyday do four things to market your firm
- **Marketing Trumps Technology Again and Again**
- Focus on a lean operating model



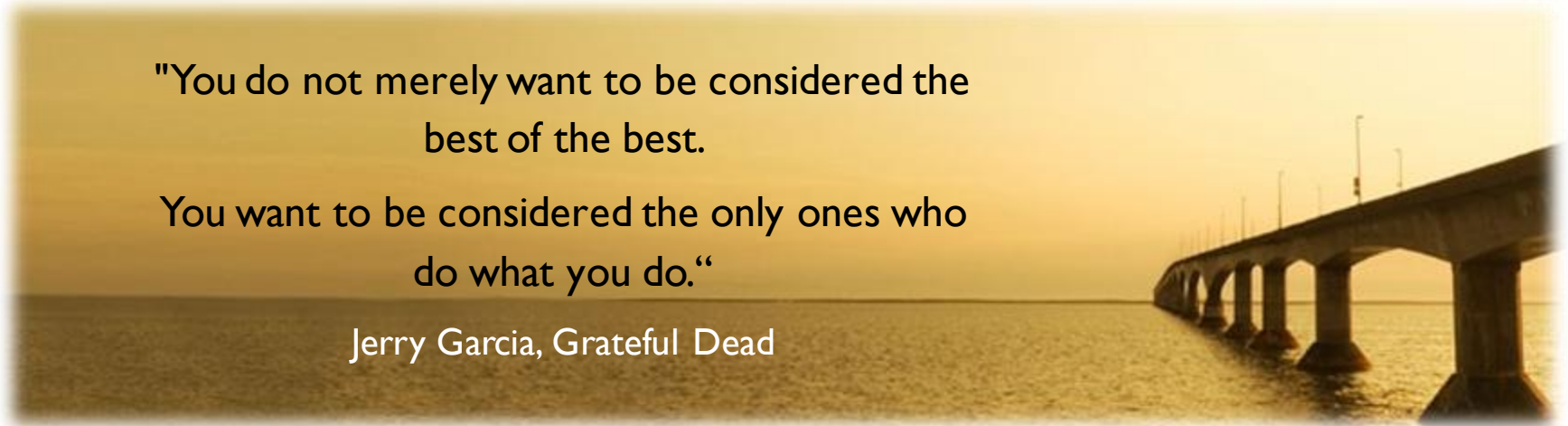
Marketing Communications is Vital to Sales

- What position do you hope to achieve in the market?
- Marketing Communications can only reflect reality
- Build a narrative with key messages – and use them repeatedly
- Collect followers and advocates

"You do not merely want to be considered the
best of the best.

You want to be considered the only ones who
do what you do."

Jerry Garcia, Grateful Dead



Optimising Partnerships

- In a true partnership, you don't remember who did what – only that you got to your destination sooner
- Think ownership, economics, power, and transfer of each over time
- The relationship between corporates and start-ups is closer than ever
- You can't build an ecosystem without humility
- In the best partnerships, both risk and reward are shared

“Leaders are those people who create
the conditions of trust
so that great things can happen.”

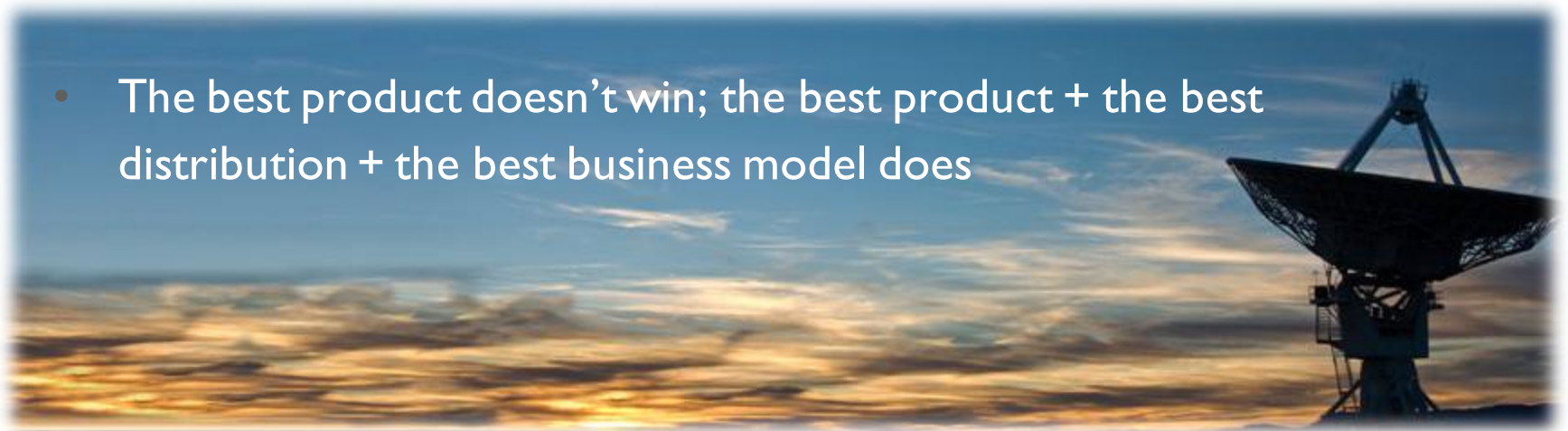
Colin Powell, Former Secretary of State, USA



Create Feedback Loops

- Social media is your friend!
- Entrepreneurs understand how to execute with imperfect information by responding quickly to market forces
- Mentors help clarify and challenge your thinking
- Open Knowledge Systems Trump Closed Ones

- The best product doesn't win; the best product + the best distribution + the best business model does



Focus on Your Early Adopters

