



White Paper #4

The background of the cover is a dark, semi-transparent image of a call center. Several agents wearing headsets are visible, working at their desks. The image is overlaid with a grid of colorful horizontal bars and dots in shades of purple, orange, green, and blue, which is part of the Assembly brand identity.

The AssemblyLab Sales Acceleration Solution

October 7, 2016







Makes Market Leaders

ASSEMBLY is the first SaaS solution that has been designed from the ground up to run high-velocity, web-meeting sales assembly lines. The company's Sales Assembly Line software uses many of same techniques that traditional manufacturers use to boost operating results. By employing artificial intelligence, cloud computing, data-mining and advanced statistics, B2B sellers are now able to simultaneously lower the costs of sales while dramatically improving their throughput and close rates. It is the only software package that allows sales teams to use A/B testing to determine what factors influence a prospects buying decisions and then use this data to enhance sales results.

By optimizing performance, ASSEMBLY helps B2B sellers to mass produce sales and quickly scale so that they are able to quickly overwhelm their competition and achieve an undisputed market leadership position.

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Introduction

Starting a technology company is certainly hard work. There never seems to be enough time in the day to get everything done. Whether it is working to get the product released or raising money from institutional investors, there is a never ending list of things that need to be done yesterday. Very often, the process of building out your sales capability falls to the bottom of the list. The most common reason that this occurs is that it likely that you simply don't know where to begin. You can certainly hire a VP-Sales to start the process but this is expensive and to be honest, how good of a sales executive are you going to get as a start-up with no track record. This is why so many companies put this all important task off to another day and have the unrealistic hope that sales will suddenly appear at their door step.

However, putting off building out your sales force is one of the worst mistakes that you can make. It is well established, that in any technology market, only one company will eventually dominate the space. This company, called the Marketplace Gorilla, will garner 50% of the market's revenue and 75% of the profits. Except for one or two other enterprises, most of the other market participants will struggle to survive and will likely fail entirely. In this winner-takes-all contest, the company that can hyper-scale and achieve a 40% market share first, wins. Companies that put off building a sales operation are simply giving their competition a head start, one that might never be overcome. It is not an understatement to say that not aggressively selling your product to customers as soon as possible can cause your company to fail.

See Whitepaper #13 which provides detailed information on the Market Gorilla concept.

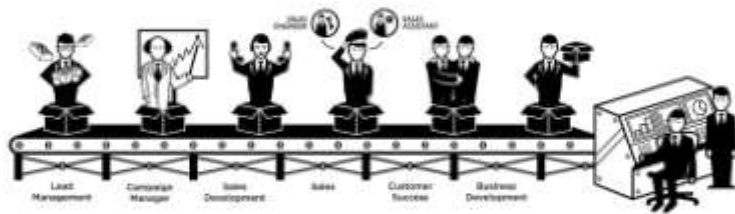




“To win this winner-takes-all game of start-up survivor, a seller must utilize a new and more effective sales methodology.”

Hyper-Scale Sales

To make matters worse, it is mathematically impossible for a company that is relying on traditional methods of B2B sales to become Marketplace Gorillas. Whether it the direct or inside sales approach, these two methodologies simply will not allow the seller to acquire enough customers in what is a relatively short time frame. To win this winner-takes-all game of start-up survivor, a seller must utilize a new and more effective sales methodology. One approach is to build a high-velocity sales assembly line.



By using many of the same techniques that traditional manufactures employ, including labor specialization, repeatable best practices and specialized technology, a seller can optimize their throughput and close rate. In fact, a sales assembly line seller can mass produce sales by doubling the close rate of a traditional seller and experience a 6x increase in sales throughput. When taken together, this combination serves as a multiplier that will help the company to project a sales footprint that is many times larger than their backward looking competitors and allow them to acquire up to 8X as many customers. This powerful method of force projection can serve as a catalyst that will propel the seller to become a Marketplace Gorilla!





While companies have tried to utilize sales assembly lines, this process has been hampered by the fact that traditional CRM software systems cannot easily be configured to efficiently and effectively operate the sales approach. This is primarily because CRM systems such as Salesforce.com were designed to optimize the operations of traveling sales professionals. In fact, their heralded move to the cloud was done so that sales professionals could take their data on the road with them. As these old-fashioned systems were built to support low volume operations, it is extremely difficult to employ them with a high volume sales methodologies.

An alternative is the ASSEMBLY solution from AssemblySales.com. This is the first enterprise software solution which has been designed to natively help companies build and manage high velocity sales assembly lines. The software supports labor specialization and utilizes a vast array of artificial intelligence to dramatically improve both the throughput AND close rate of a B2B seller. For example, it is the first system that allows sellers to A/B test every aspect of their sales process. Not only can this be used to improve conversion rates, it can even help the company optimize its pricing. The combination of improving close rates and throughput serves as a multiplier that allows the company to hyper-scale and acquire the number of companies needed to become the Marketplace Gorilla.





Let's Work Together to Make More Sales

Understanding the times constraints facing emerging technology companies, AssemblySales.com has created a special program to help you quickly launch and hyper-scale their sales operations. AssemblyLabs is our in-house sales accelerator that is designed to help companies become market leaders!

Under this program, which typically last six months, AssemblyLabs sales professionals will build out your initial sales assembly line.

1. Hire a core team of sales development and account executives.
2. Customize ASSEMBLY software to work within your company's unique industry.
3. Create an initial prospect repository by working with third party data providers such as ZoomInfo and DiscoverOrg.
4. Create A/B test campaigns that test scripts, offers, price and demonstrations. Other aspects of the sales process will also be analyzed to determine their impact on the close rate of the company.
5. Develop specialized call campaigns that coordinate calling with outbound and inbound marketing actions.
6. Train the sales team in the Sales Assembly Line methodology and in the use of the ASSEMBLY software.
7. Provide on-going management oversight and support of your "sales team" as they work to schedule appointments and close opportunities. In this role, our professionals will function as your VP-Sales/Chief Revenue Officer for the duration of the team residency in our offices.

The above process is meant to jump start your sales process. Once the sales assembly line is operating smoothly, it will be given back to you to work in your office space and for you to manage. Of course, we can help you find a permanent VP-Sales to handle the transition and then to manage the team on a going forward basis. To this end, we work with 680 Partners, one of the leading sales executive placement firms in the country.





“By leveraging our staff of data specialists marketing experts, data scientists and sales managers across multiple entities, we are able to provide a wide range of services to you at a cost effective price!”

To ensure that the sales assembly line continues to operate efficiently and effectively, for six months following the transition, our professionals will monitor your operations through the ASSEMBLY system. By reviewing a wide range of on-line KPIs, we can continue to ensure that your sales operation continues to be optimized. In this manner, we will function as your Director of Sales Operations.

Of course, the above is simply a summary of the services that AssemblyLabs can provide. We look forward to developing a customized proposal based on your unique needs.

Pricing and Fees

The AssemblyLabs concept was designed for start-up companies and our pricing takes this into account. By leveraging our staff of data specialists marketing experts, data scientists and sales managers across multiple entities, we are able to provide a wide range of services to you at a cost effective price. While the exact costs of this program is somewhat dependent on your company’s facts/circumstances and goals, below are some basic guidelines to keep in mind.

Third Party Data - \$7,000 (10,000 prospect names)

Sales Development Representative - \$800 per week + commission

Sales Professional – \$1500-2000 per week + commission

Sales Management - \$3,000 per week

Marketing (brochures, proposals, white papers, fact-sheets) – TBD

Sales Commission on all Sales – 8% of license fees

During the residency, office space for the team and use of the ASSEMBLY software is offered to our clients for free. After this period expires and the sales assembly line is transferred back to your control, your company will be required to purchase an annual license fee to the ASSEMBLY software system at an agreed upon price.

Of course, if decisions as the market/product fit have not yet been established, AssemblyLabs can assist you in approaching this issue in a scientific manner using the ASSEMBLY software.





Conclusion

It is absolutely critical that a technology company become the Marketplace Gorilla. By achieving this exalted status, the company will be in the position to garner 50% of the revenue and 75% of the total profits that will be derived from the market space. Taking aside the financial implications of being the market leader, research has clearly shown that companies who lose the Gorilla Game, will struggle to meet expectations and will likely eventually fail.

If a Marketplace Gorilla has not been anointed, the B2B seller must do everything in its power to gain larger fraction of market than its competitors year over year. Unfortunately, it has been mathematically proven that a company using a direct or inside sales method of selling will not generate the throughput necessary to acquire a 40% market share in the available time frame (4-6 years). As such, sellers need to abandon these traditional sales methodologies and employ high velocity assembly lines. When optimized, this sales approach will result in a seller in realizing outsized customer acquisition gains. In fact, a sales assembly line seller can expect to close up to 8X as many deals as a traditional seller while at the same time lowering the cost per sale. Of course, will lead to a dramatic rise in net revenue as well.

Although the ASSEMBLY software incorporates a proven sales methodology and guides you through the line creation process, building a truly optimized sales assembly line can be a difficult task for a company with limited sales experience. This is especially the case in situations where management is focused on areas such as product development and fund-raising.

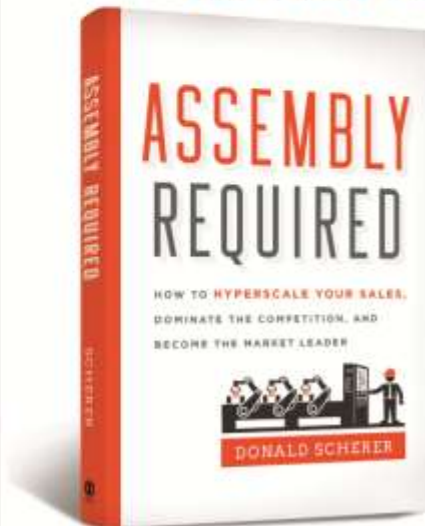
AssemblyLabs will help you get your sales assembly line up and running in a fraction of time and cost that it would typically take for a sales operation to begin operations. For a price that is much less than you would pay for a full-time VP-Sales (and no equity participation), our team of sales experts will build out your initial sales assembly line so that it is generating appointments and closing sales relatively quickly. By relying on the ASSEMBLY software system, once the processes and best practices that are put into place, can continue to be used one the sales team transitions back to your company's day to day management. This ensures that your company will be in the position to continue to hyper- scale and compete for a market leadership position.





COMING IN 2017

The Future INC. Magazine Best Seller



Together You Win! Alone You Lose.

In any technology market, there can be only one Marketplace Gorilla. This enterprise will eventually receive 50% of the revenue and 75% of the profits from the segment. Except for one other company, the sad truth is that most other market participants will eventually fail.

If your company is using a direct or inside sales approach, it is mathematically impossible to win the all-important Gorilla Game. The only way to survive is to implement a high-velocity sales assembly line. Using the same

approaches employed by traditional manufacturers to increase output, such as artificial intelligence and big data analytics, the book will teach you how to hyper-scale, dominate the competition and become the market leader! *Assembly Required* will be published by INC. Magazines imprint in April 2017.

ABOUT THE AUTHOR

DONALD SCHERER was the CEO and Co-Founder of CrossBorder Solutions, one of the world's largest tax software companies where he developed the sales assembly line methodology outlined in this book. He is now the CEO of AssemblySales.com which has developed the first enterprise software solution that has been designed from the ground up to optimize sales assembly lines. Further information on ASSEMBLY can be found at www.AssemblySales.com and on Twitter @AssemblySales. Follow Donald on Twitter @Donald_Scherer.

