



BOONFROGGLE

Growth Roadmap

FOR STARTUPS AND SCALEUPS



Step 1:
Qualification



Step 2:
Strategy



Step 3:
Production



Congratulations on your startup venture!



You've leveraged your skills and experience to create something remarkable, and the world will be better for it. Your product is an innovation with amazing potential.

Many startups, even those with excellent products and value propositions, encounter difficulties when trying to establish a growth trajectory. Others acquire their first wave of customers quickly in the startup phase but then level off when they try to scale. Even

established corporations deal with growth challenges. Slow revenue growth can hamper both your short- and long-term expansion prospects, especially if your growth plan includes securing outside funding.

Perhaps you've tried buying leads, only to find that they were low quality or difficult to convert into customers. Or maybe you hired a couple of sales reps, but that never quite worked out the way you pictured either.



The Boonfroggle Advantage

YOU'RE AN EXPERT AT YOUR PRODUCT; YOU DON'T HAVE TO BE AN EXPERT AT SELLING IT. WE MANAGE THE SALES PROCESS SO YOU CAN FOCUS ON YOUR PRODUCT, COMPANY, AND TAKING CARE OF YOUR NEW CUSTOMERS.

Boonfroggle uses a direct revenue growth model to help you scale your business without the associated risks of additional employees and fixed costs. As an entrepreneur, you're great at what you do, but hiring and managing a sales team maybe isn't your core competency. You need a way to grow quickly and sustainably, without pulling time and resources away from other important business activities.

At Boonfroggle we present you with signed contracts, not leads. Unlike companies that try to sell you "warm", "targeted" or any

other kind of leads, we understand that acquiring customers is a skill in and of itself. And signed contracts don't just magically appear from an online marketing campaign.

Our direct revenue model fits effortlessly into your pro formas. Rather than charging you expensive fixed costs or demanding equity in your company, Boonfroggle simply takes a percentage of the value of each contract we sell for you. We only make money when you make money, and you only pay for real customers. Best of all, we don't ask for residuals, so the revenue from renewing customers is all yours.

We are not a middle man trying to get between you and your customers. We market and sell your product in your name, as your company, so your customers remain loyal to you.

Boonfroggle stays completely invisible in the market. When we present you with customers they'll already be in love with you, your brand, and everything you stand for. All you have to do is keep it that way.



Global Opportunities

Boonfroggle focusses on helping both startup and corporate clients achieve tailored growth goals through a combination of strategy and implementation. We have worked with companies throughout the United States and EMEA, helping to drive growth and increase market penetration.

Because our experience encompasses both startups and corporate settings, we are uniquely positioned to offer you a winning blend of entrepreneurial ingenuity and solid industry experience.

Our sales office is located in Amsterdam, a global business hub with a large, well-educated, multilingual workforce.

Because of our strategic location in a centralised time zone, we can build tailored sales teams to effectively prospect across most North American, European and Asian markets.

We are experts at effective long-distance business interfacing, so wherever your company is located, we can collaborate with you as if we were across town from one another.

If you are located near us (or happen to be traveling in the area), you are always welcome to drop in to see your sales team at work or meet up with us for a beer at one of our favourite Amsterdam craft breweries.



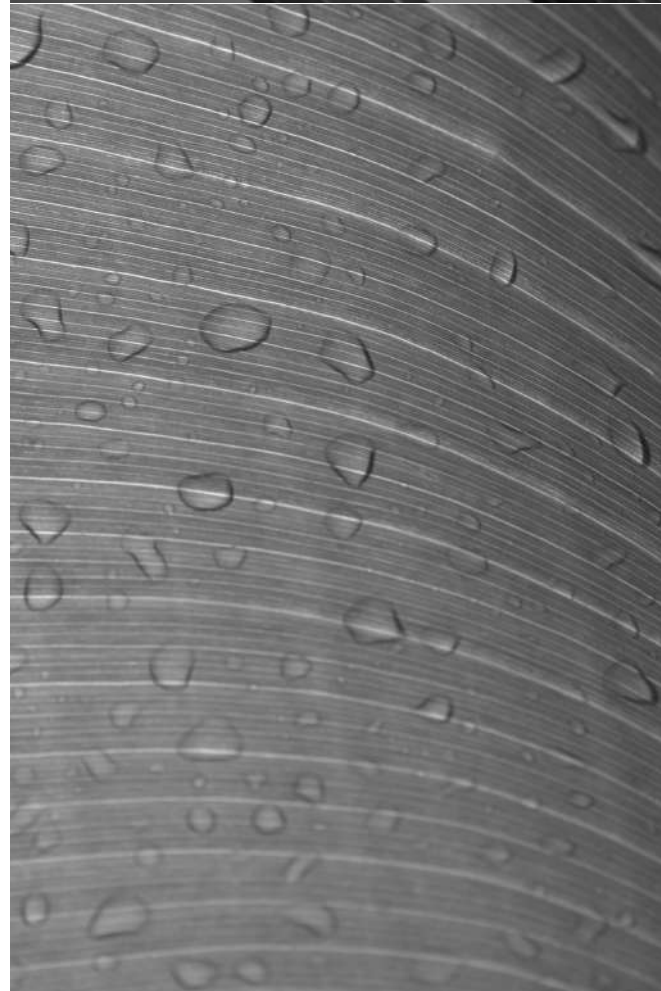


Ease Your Growing Pains

A WORLD-CLASS GROWTH ENGINE DOESN'T HAPPEN BY ACCIDENT. ANY QUALITY SALES PROGRAM STARTS WITH ATTRACTING AND HIRING THE BEST CANDIDATES FOR THE JOB.

Hiring additional sales headcount is always costly and sometimes risky. One of the most common mistakes young companies make when trying to put together a sales team is to shell out the big bucks for seasoned sales representatives with industry experience. All too often, these types of sales professionals have lost their "hunter mentality" and don't end up adding a lot of value to the sales process.

Hiring hungry, trainable sales professionals in the early years of their career can be one of best growth decisions you make. However, without the right management, coaching, culture and incentives, they can quickly burn out and be an even worse investment than seasoned reps.





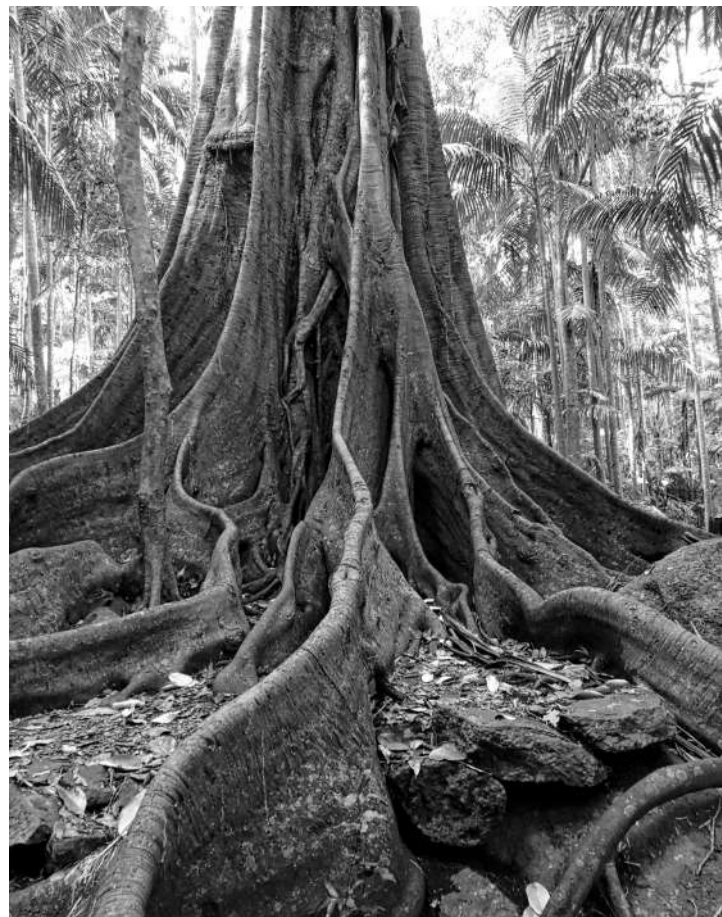
Boonfroggle's Expertise

WITH OVER TEN YEARS OF EXPERIENCE IN BUILDING SALES TEAMS, WE KNOW EXACTLY WHAT TO LOOK FOR, AND HOW TO TRAIN AND CULTIVATE THE RIGHT PEOPLE ONCE WE HAVE FOUND THEM.

Boonfroggle's sales program starts with the most effective recruiting and hiring practices. We have a well-designed compensation structure and incentive scheme, key components in helping our recruits succeed at selling your product.

Once hired, they go through a training program to learn critical selling skills that are professional, ethical, and effective. We also give them a thorough education in your product, designed in partnership with you.

After the initial training program, we continue to conduct weekly training modules and continuous coaching to keep their skills and knowledge cutting-edge. This ongoing training is built into our sales management style, which also includes long- and short-term motivation, one-on-one mentoring, and an intensively run gamification strategy that keeps them excited to come perform their best every day.





Marketing and Sales Go Hand in Hand

In our information-saturated world, sales and marketing departments need to work together closely to drive growth. It's the era of the tech startup. We've left behind the Don Drapers in their ivory towers designing expensive magazine ads. Marketing needs to be lean, smart, and focused on measurable results with a direct link to sales. The marketing and sales cadence needs to be perfectly aligned in order to maximize lead-gen campaigns.

We understand that the phases of customer acquisition are time-sensitive. Clear and continuous reporting feedback loops facilitate ongoing improvement. We have a lot of experience in direct marketing and will help make sure your materials aren't just pretty brochures, but crucial pieces of sales collateral that evoke customer emotion, initiate conversations and customer journeys, and generate measurable commercial impact.





Mentoring for Long- term Growth

WE WANT YOU TO GROW NOT
ONLY WHILE YOU'RE PARTNERED
WITH US, BUT INTO THE FUTURE.

Because we work closely with you and share information, reports and experience, the growth strategy we develop and implement for your company also functions as a mentoring program.

Unlike a traditional strategy consultant who tells you what to do, we will also show you how it's implemented, driving real revenue for your company. We are happy to invite you to observe and participate in the evolution of your company's growth vehicle as much as you desire so that you can learn the steps to building a successful sales program on your own.

At the end of our contractual period you will of course have the option of renewing with us if you wish. But you will also have gained the knowledge and confidence to run the same kind of program we have built for you if you'd prefer to try a similar approach in-house. It is also possible for you to acquire our reps that worked your account.



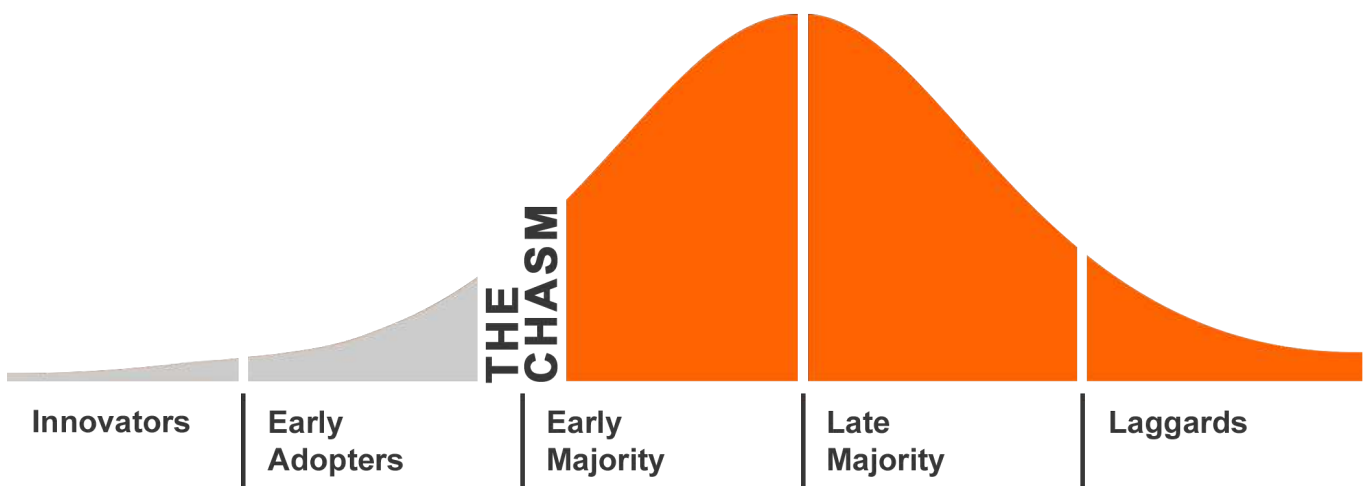
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Sometimes tech startups miss out on valuable opportunities because they think that the best or only way to sell a 21st century product is online.



Crossing the Chasm

MANY COMPANIES STRUGGLE TO MAKE THE LEAP FROM APPEALING TO EARLY ADOPTERS TO ACCESSING THE MAJORITY OF CUSTOMERS.



Early adopters are the people out actively searching for innovative products like yours. They're the customers who found your product online and bought it right away. However, in any market these early adopters constitute a small minority of total potential customers. To cross the chasm and access the vast majority of customers on the other side, you often need a strategy that combines online marketing presence with direct sales.

Unlike your early adopters, the early majority needs a product to be presented to them by someone they trust. Our teams are trained to give customers the information, assistance,

and assurance they need to buy your product. Besides connecting your company with new avenues of customer acquisition, we will also help you leverage your current online strategy to create much higher growth. We will evaluate your landing pages, forms and email marketing campaigns to make sure they feed seamlessly into the sales pipeline, attracting more and better prospects and getting maximum value out of every single lead your website generates.

Our approach leverages both relationship and online sales to help your company cross the chasm and achieve its growth potential.



The Process: Steps 1 - 3



Qualification

Evaluating your company and making sure we are a good fit to work together.



Strategy

Developing a go-to-market strategy and generating appropriate sales collateral.



Production

Taking your product to market and scaling to achieve your growth goals.





Step 1: Qualification

THE FIRST STEP IN THE JOURNEY IS FIGURING OUT WHETHER WE ARE A GOOD FIT TO WORK TOGETHER.

We need to evaluate your product, business model, goals and potential for growth. This happens through a combination of in-person meetings with you, a look at your business plan and financials, and our own outside due diligence on your company. These are some of the characteristics we look for:

- Startup or scaleup
- SaaS product with annual contract
- B2B model
- Capacity to fulfil and support rapid growth

We take a look at your specific industry and focus on under-resourced markets and promising opportunities. You should also be evaluating the opportunity from your side. Is it good timing for your company? Do you feel comfortable with our model and business proposition? Is our expertise a fit for your needs? If we both feel like we are a good fit, we will negotiate and sign a contract, from commissions to duration, territory, etc.



Step 2: Strategy

ONCE WE HAVE SIGNED OUR CONTRACT, IT'S TIME TO TALK STRATEGY. WE LOOK AT YOUR CURRENT CUSTOMER JOURNEY AND SALES COLLATERAL AND DETERMINE IF ADJUSTMENTS NEED TO BE MADE.

What is your current sales funnel flow? How long does it take for a customer to go from a prospect to a signed deal? What types of KPIs do you utilise to determine sales productivity? How often are you generating sales team reports, and what metrics are included?

If you know the answers to all these questions off the top of your head, great; things can move very quickly. If not, we are happy to take a closer look together and help you figure it out. Once we have a baseline, we will help you make changes that improve the sales process.

Perhaps there are specific features or an improved timeline that need to be developed before we can sell your product. We might propose a different pricing model from the one you are using, or that you increase or

decrease the price of your product or provide more or fewer options. We could discover glaring weaknesses in relation to competitors' offerings, or find that you are trying to reach too wide of an audience, and suggest that we focus initially on a particular market segment.

We will take a look at your supporting sales training documents and collateral, including lead lists, gatekeeper scripts, sales proposals, elevator pitches, responses to common objections, main competitors, PowerPoints, quote forms and demo environments. If you are missing particular documents, we will help you create or commission whatever you lack. To help refine our growth plan for you, we will also utilise live call shadowing of your current sales reps and collaborative meetings with internal stakeholders to make sure that the final sales strategy is in line with both your organisation's goals and our experience.

Although a traditional consulting firm might typically charge you thousands of euros to provide this guidance, we simply include it in our overall pricing. Our model is a growth model, not a consulting model, and our structure is a contractual relationship where we make money by making you money, not just giving you advice. Our philosophy is that partnerships tend to work better when everyone has "skin in the game".



Step 3: Production

ONCE WE HAVE REFINED THE SALES STRATEGY WITH YOUR INPUT, WE ARE READY TO BEGIN PRODUCTION.

Typically a Boonfroggle contract lasts 12-24 months, often with renewal options. Once we have signed the contract and finished developing the sales strategy in partnership with you, we are ready to begin production.

Boonfroggle takes your product to market, deploying it in multiple territories if desired. Whether you want to test it out and begin

with a single non-dedicated sales resource or start big by hiring an inside sales team in Amsterdam to grow more quickly, we will work to achieve your growth goals.

Just like with strategy stage, you'll have a front row seat to observe the hiring process, giving you an opportunity to see firsthand what we look for in potential candidates, how



we present the position and conduct the interviews. These are all important elements in making the first impression, setting the right expectations and helping lay the correct foundation for the new team.

Although we conduct a short intensive training program for new recruits, most of their training happens "on the job" through shadowing opportunities, close management, constant coaching, and sales training.

Our teams are tight-knit, and we cultivate a sense of excited positivity by offering them a congenial work environment and a whole constellation of small and large, short-term and longer-term goals and incentives to work towards.

As a Boonfroggle client you are welcome to drop in any time to observe your team at work and learn from the way we manage them. For long-distance clients, we can conference you in to sales trainings so that you can be a casual observer.

Because we already have all the correct systems in place, you can expect a quick ramp-up time on your program, and then sustained growth throughout the contract period.

At the end of the contract, depending on your goals you can choose to remain with us or take what you've learned and strike out on your own. Either way, we will wish you all success going forward, and be proud to have played a role in the exciting evolution of your company.



CASE STUDY

INSIDE SALES ROLLOUT FOR EMEA ARM OF NASDAQ COMPANY

PROBLEM

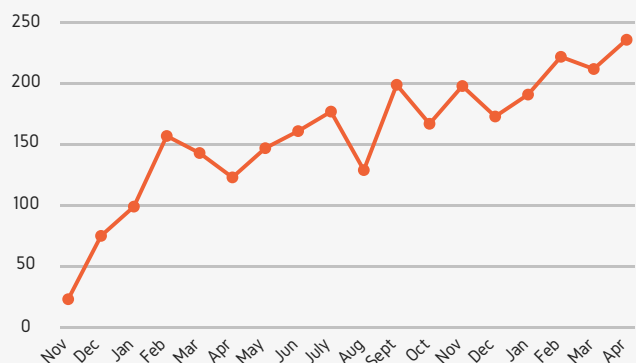
The client had recently released a new product portfolio for an untapped market segment, relying solely on field sales reps. Market penetration was underperforming against initial forecasts, and product utilisation was poor among newly acquired distributors. A cost-effective and scalable go-to market strategy was needed to maintain first-mover advantage and avoid losing pilot funding.

SOLUTION

As is not uncommon with companies over ten years old and/or exceeding 1 billion in revenue, the client relied almost exclusively on a large consumer marketing budget and a single field-based sales role model. We recommended separating the two primary goals. To achieve rapid and scalable market penetration, a remote sales team located in Amsterdam would be solely responsible for new distributor acquisition. To ensure high product utilisation rates, a blended on-boarding model was developed that included touch-points from both the inside sales team and the existing field-based sales team. After a promising pilot in 2 core EMEA markets (UK and Germany), Boonfroggle expanded the program to 3 additional EMEA markets and 14 Inside Sales Resources.

RESULTS

During the 18 months of production (Nov 2016 - Apr 2018), EMEA acquired just over 2800 new distributors (see graph). The blended on-boarding model resulted in a 59% utilisation rate vs. the historical global rate of 30%. Near the end of the contract, Boonfroggle was invited to Singapore to share best practices and advise on the formation of an Inside Sales Team for APAC.





Next Steps

Have you identified any promising markets which you are currently unable to fully take advantage of due to limited resources? Are there any regions you feel might perform better with added headcount or a different sales strategy? Could your company benefit from freeing up resources that could be better spent on product development and/or customer success?

If the idea of a direct revenue growth model where you only pay commission on new business closed seems like a good fit, Boonfroggle is always open for a consultation with a promising company.

CONTACT
BOONFROGGLE
FOR A FREE
CONSULTATION
TO SEE IF WE
MIGHT BE
ABLE TO WORK
TOGETHER.



Tony Familia

I FOUNDED BOONFROGGLE AFTER SEEING SEVERAL BRILLIANT PROGRAMMER FRIENDS LAUNCH STARTUPS WITH AMAZING PRODUCTS, BUT STRUGGLE TO ACHIEVE SUSTAINABLE GROWTH.

I am originally from San Diego, California, with a background in sales. I launched my first company, XUBI Sports, in 2007 during my last semester at university.

Since then I've started multiple companies, and have done sales and marketing for several scaleups. However, I have also been at the decision-making table in household name companies like Nielsen and Align Technology, so my toolbox includes insights gained from the corporate world.

I love helping brilliant young digital companies and fast-paced, adaptable corporations achieve their full potential through a smart go-to-market strategy and impeccable implementation.



**Get in touch for a free consultation:
boonfroggle.com/contact/**



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