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Lean Startup For Sales: What Your CEO Won't Tell You

Adam Metz

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If you've ever struggled to get your first 100 customers, or even your first 10 customers, this book is for you!

Best selling author of The Social Customer (Amazon Internet Marketing #1) Adam Metz, walks you through his lean sales process based on the lean startup methodology developed by entrepreneur and investor, Eric Ries.

Businesses die when sales teams can not align their sales cycle with the prospective customers buying cycle. For 90% of early stage companies, this is the end of the line, every year.

After spending nearly a decade working with some of the worlds most successful companies, Evernote, Successfactors, UberConference, and 100's of others, Adam has developed a sales methodology aimed at aligning early stage companies sales process with the buying cycles of early adopters, the 10-20 "marquee" customers that drive the direction of companies towards eventual growth.

In this book you will learn:

1. How to identify your target customer and show that you offer lower risk/higher upside than your competitors.

2. Choose your sales methodology and iterate, using the startup lean methodology in the sales process.

AND

3. Learn to coach startup sales teams to succeed by making them accountable for the companies success.

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