



AA-ISP

**PRESENTS**

**BUILDING CHAMPION INSIDE SALES TEAM  
WITH**

**ASHISH MATHEW CHERIAN | 18<sup>TH</sup> FEB 2016**

# AGENDA

- JOURNEY SO FAR
- INSIDE SALES – POPULAR MYTHS
- LANDSCAPE
- WHAT DOES IT TAKE ? - THE NEW DEFINITION
- FUTURE
- KEY PILLARS OF A CHAMPION INSIDE SALES TEAM

# PERSONAL PROFILE – ASHISH.M.CHERIAN



## BACKGROUND

- **TRANSITIONED FROM HOTEL INDUSTRY TO IT SALES BACK IN 2003**
- **PGDBA IN MARKETING – SYMBIOSIS**
- **2002-2005- VITEOS, BANGALORE**
- **2005 – 2010 – ORACLE CORPORATION, BANGALORE**
- **STARTED WITH ADOBE IN JULY 2010**
  - **HELPED GROW SEVERAL TEAM MEMBERS**
  - **GREW A PILOT 4 MEMBER DEMAND GEN TEAM INTO 120 + FTE REVENUE GENERATING ORG.**
  - **CURRENTLY LEADING THE GLOBAL INSIDES TEAM FOR PPBU WITH 60% REVENUE ACCOUNTABILITY( COMM SEGMENT)**

## “SUPER POWERS”

- **LEAD BY EXAMPLE – EXTREMELY PASSIONATE**
- **VISIONARY – THINKS AHEAD OF THE CURVE**
- **ALWAYS WILLING TO TAKE RISKS & FOLLOW THROUGH IT**
- **PEOPLE SKILLS – MANAGING AN EXTREMELY DIVERSE TALENT POOL. CONNECTS WITH EVERY INDIVIDUAL.**

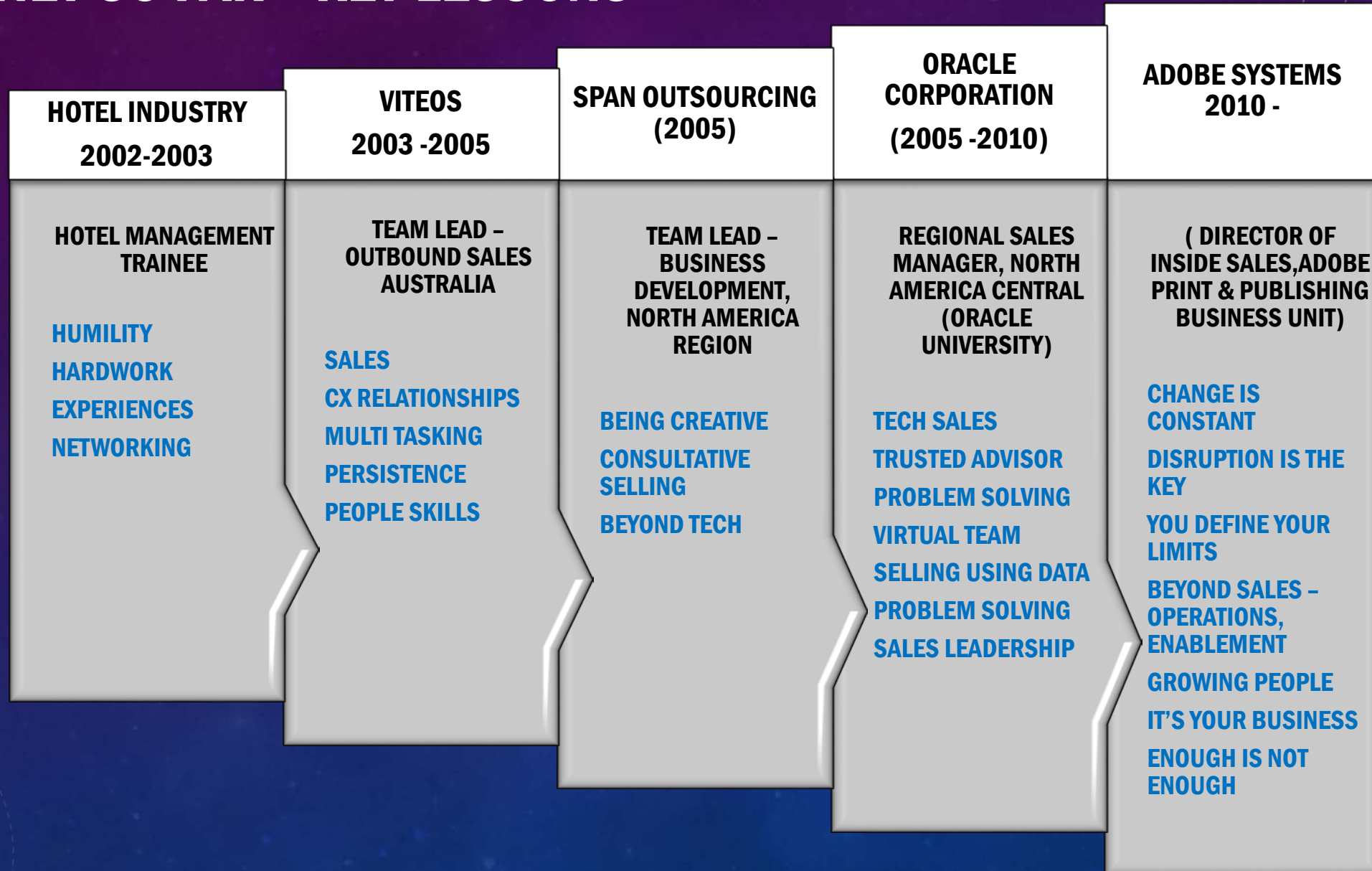
## PARTNERSHIPS

- **PEOPLE WITH PASSION TOWARDS THEIR WORK & WILLING TO RAISE THE BAR**

## PASSIONS OUTSIDE OF CORE MISSION

- **SPENDING TIME WITH FAMILY ( 2 KIDS, WIFE & PARENTS)**
- **MOVIE BUFF – MAKES A POINT TO WATCH A FLICK EVERY WEEKEND.**
- **LISTENING TO MUSIC ( VARIED GENRE FROM GHAZALS – METAL - EDM) “.DREAMS OF BEING A LEAD**

# JOURNEY SO FAR – KEY LESSONS



# POPULAR MYTHS AROUND

**LOW SKILLED**



**TELE CALLER**



**OVERLAY**



**ORDER FULFILMENT**



**LEAD GENERATION**





# INSIDE SALES POPULATION - US

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lin "Ins x

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Apps Inside Adobe - Home ZoomInfo Database Salesforce - Unlimited Sign in - Adobe ID IAM Portal SalesforceVoice: The InsideView: Lists Athena Field Readiness Portal

in

Home My Network Jobs Messaging Notifications Me Try Premium for Free


Inside Sales

Structuring your search

Search

Top People Jobs Posts Companies Groups Schools

Showing 278,305 results.




Zuleika Sanchez • 3rd

Inside Sales Representative at Marmon Keystone

Greater Los Angeles Area

Connect




Jamie Cohen • 3rd

Relocating to Salt Lake City, Utah and leaving Inside Sales Representative at Valbruna S...

United States

Current: Inside Sales Representative at Valbruna Stainless Inc

Connect




Frank Martinez • 3rd

Inside hardware Sales at American Building Supply

Greater Los Angeles Area

Connect



Irina Lofton • 3rd

Inside Sales Commercial at Brook Furniture Rental

Greater Los Angeles Area

Connect

Filter People by

Clear all (1)

Connections

☐ 1st

☐ 2nd

☐ 3rd+

Locations

☒ United States

☐ Greater New York City Area

☐ Greater Boston Area

☐ Netherlands

☐ United Kingdom

+ Add

Current companies

Windows Taskbar

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# INSIDE SALES CURRENT POPULATION- INDIA

Inside Adobe - Home

Inside Sales

low skill - Google Search

Securehttps://www.linkedin.com/search/results/people/?facetGeoRegion=%5B%22in%3A0%22%5D&keywords=Inside%20Sales&origin=FACETED\_SEARCH&suggestedEntitie

AppsInside Adobe - HomeZoomInfo DatabaseSalesforce - UnlimitedSign in - Adobe IDIAM PortalSalesforceVoice: TheInsideView: ListsAthenaField Readiness Portal

in

HomeMy NetworkJobsMessagingNotificationsMe

MoreTry Premium for Free

Inside Sales

Structuring your search

Search

TopPeopleJobsPostsCompaniesGroupsSchools

Showing 8,258 results.

Harsh Kumar • 1st

Manager Inside Sales at Adobe

Noida Area, India

Message

Neha Anush • 2nd

Inside Sales Manager at Kaseya

Bengaluru Area, India

Connect

Shalini Sachan • 2nd

Inside Sales Specialist

Noida Area, India

Current: Account Manager - Inside Sales at Adobe

Connect

Filter People by

Clear all (1)

Connections

☐ 1st☐ 2nd☐ 3rd+

Locations

☒ India☐ United States☐ Greater New York City Area☐ Greater Boston Area☐ United Kingdom

+ Add

Current companies

Windows Taskbar

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# ON THE CONTRARY – WHAT DOES IT TAKE ?



## COMMUNICATION SKILLS

- **VERBAL COMMUNICATION – ARTICULATE, EXPRESSIVE**
- **WRITTEN COMMUNICATION – EMAILS, CAMPAIGNS**
- **PRESENTATION SKILLS**
- **INTERPERSONAL SKILLS**



## TECH SAVVY

- **LEARN NEW TECHNOLOGY – QUICK LEARNER**
- **BASIC TECHNOLOGY KNOW-HOW**
- **UNDERSTANDING YOUR COMPETITION**
- **MAKE THINGS SIMPLER**



## OTHERS

- **PROBLEM SOLVING ATTITUDE**
- **DATA SAVVY – ABILITY TO DO HIS/HER OWN RESEARCH**
- **PASSIONATE & COMPASSIONATE**
- **EXPERIENCE IS JUST ANOTHER NUMBER**
- **FAMILY SUPPORT**



# REVENUE HAS 40% IMPACT ON SUCCESS

**REVENUE (40%)**

**SQL & PIPEGEN**

**PRODUCT KNOWLEDGE**

**ACCOUNT INTELLIGENCE**

**ACTIVITY LEVEL**

**PROCESS KNOWLEDGE &  
COMPLIANCE**

**TEAM PLAYER**

**CONSISTENCY**

**OVERALL WORK ETHICS –  
ATTENDANCE, TIME  
MANAGEMENT, SFDC**

## 5 KEY TIPS FOR INSIDE SALES PROFESSIONALS



**TAKE CARE OF  
YOUR BUSINESS**



**INVEST MORE  
GET MORE  
RETURNS**



**WORK ON YOUR  
TEAM GOAL**



**BE A “GOOD”  
DOCTOR TO YOUR  
CUSTOMER**



**REVENUE IS  
ONLY 40% OF  
YOUR GROWTH**

# WHERE IS THIS HEADING



**FIELD SALES**



**INSIDE SALES**



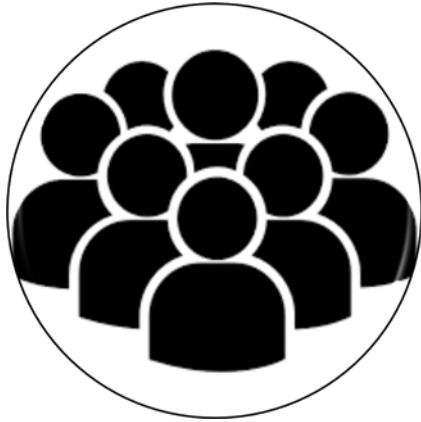
**HYBRID SALES**

# THE 5 PILLARS OF A SUCCESSFUL INSIDE SALES TEAM



## VISION

- MANAGEMENT SUPPORT



## PEOPLE

- SKILLS
- ATTITUDE
- PASSION
- CULTURE
- LEADERSHIP AS A HABIT



## OPERATIONS SUPPORT

- SALES OPS
- ENABLEMENT
- SOLUTIONS CONSULTING
- ACCOUNT INTELLIGENCE
- PROCESS FRAMEWORK



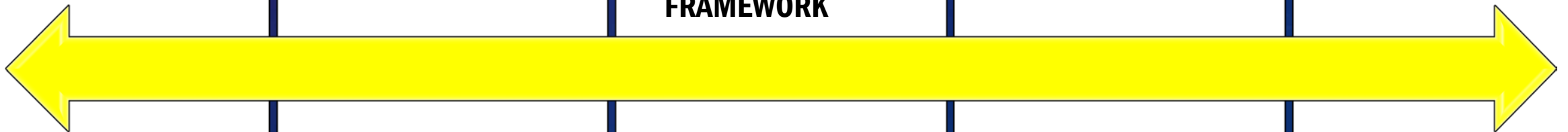
## MARKETING SUPPORT

- LEADS,
- WHITEPAPERS
- CASE STUDIES



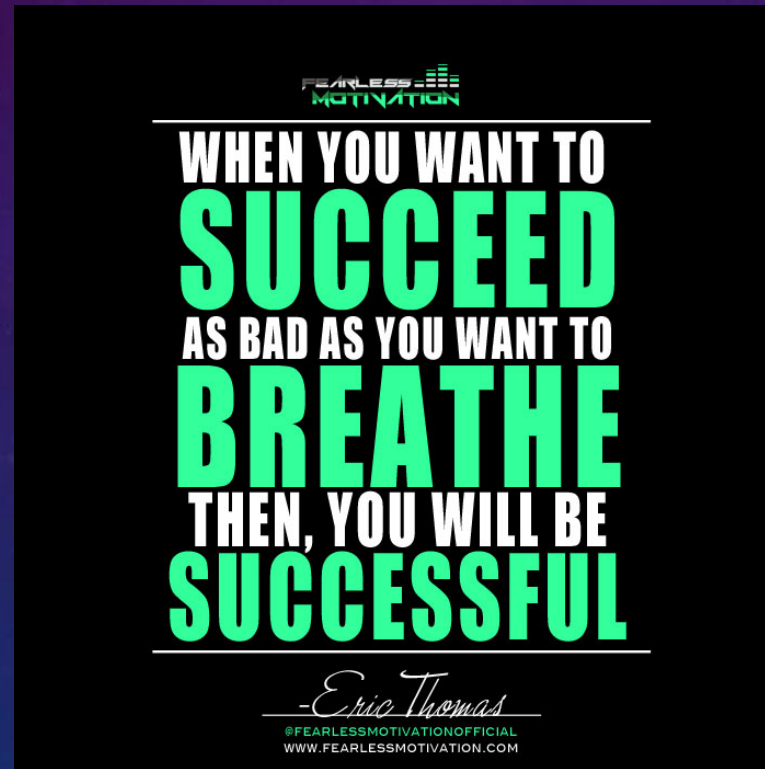
## TECHNOLOGY/IT SUPPORT

- PHONES,
- CRM
- WEB CONFERENCE





# MY FAVOURVITE QUOTE







**STAY CONNECTED:**

**[ASHISHCHERIAN@GMAIL.COM](mailto:ASHISHCHERIAN@GMAIL.COM)**

**[HTTPS://WWW.LINKEDIN.COM/IN/ASHISHCHERIAN/](https://www.linkedin.com/in/ashishcherian/)**