



AA-ISP

PRESENTS

BUILDING CHAMPION INSIDE SALES TEAM

WITH

ASHISH MATHEW CHERIAN | 18TH 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.**

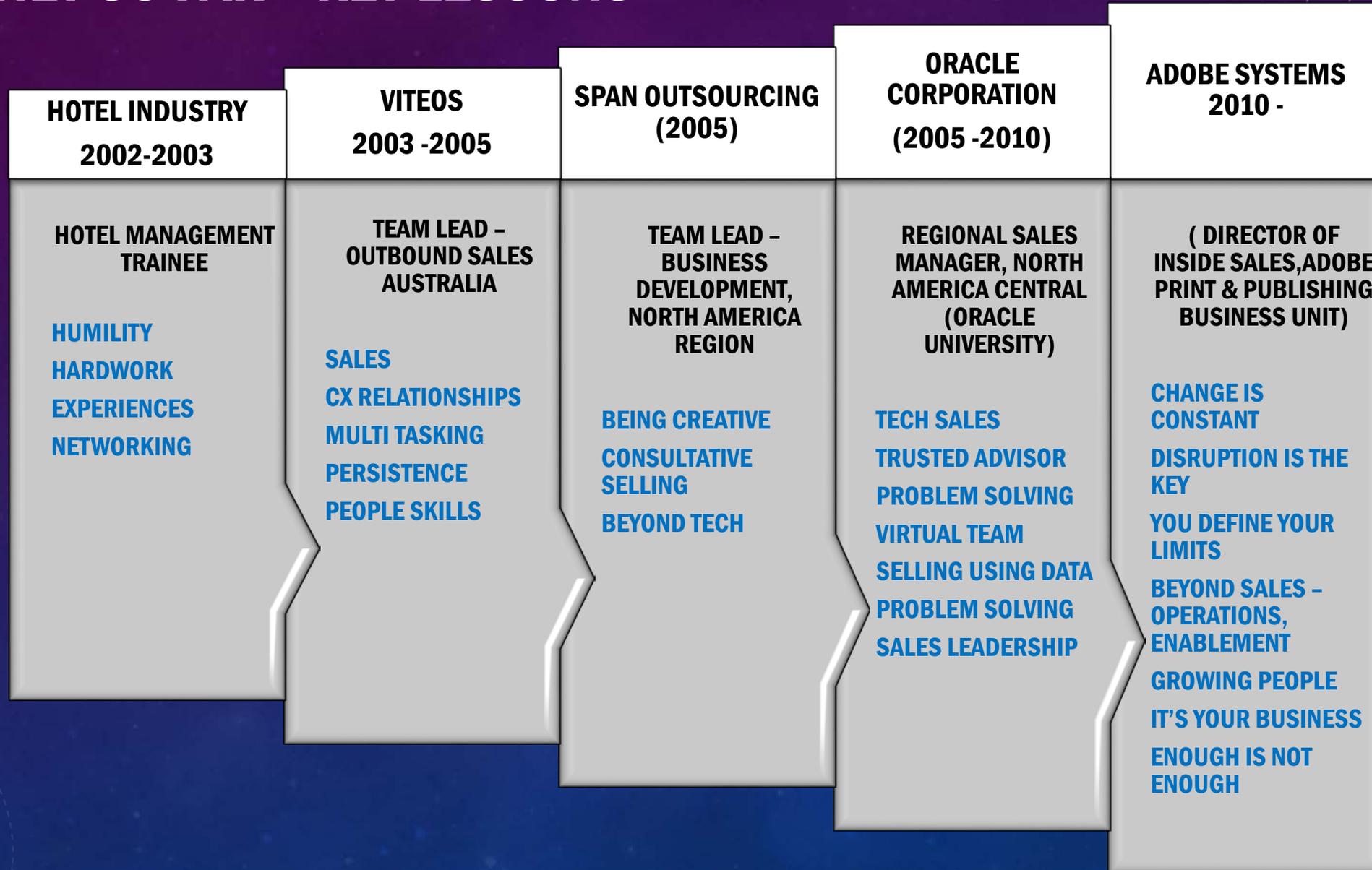
PARTNERSHIPS

- **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

Showing 278,305 results.

Name	Current Position	Location	Distance	Action
Zuleika Sanchez	Inside Sales Representative at Marmon Keystone	Greater Los Angeles Area	3rd	Connect
Jamie Cohen	Relocating to Salt Lake City, Utah and leaving Inside Sales Representative at Valbruna S...	United States	3rd	Connect
Frank Martinez	Inside hardware Sales at American Building Supply	Greater Los Angeles Area	3rd	Connect
Irina Lofton	Inside Sales Commercial at Brook Furniture Rental	Greater Los Angeles Area	3rd	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

INSIDE SALES CURRENT POPULATION- INDIA

Inside Adobe - Home x Inside Sales x low skill - Google Search x

Secure | https://www.linkedin.com/search/results/people/?facetGeoRegion=%5B%22in%3A0%22%5D&keywords=Inside%20Sales&origin=FACETED_SEARCH&suggestedEntitie

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

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 8,258 results.

Harsh Kumar • 1st
Manager Inside Sales at Adobe
Noida Area, India
255 shared connections
Message

Neha Anush • 2nd
Inside Sales Manager at Kaseya
Bengaluru Area, India
104 shared connections
Connect

Shalini Sachan • 2nd
Inside Sales Specialist
Noida Area, India
Current: Account Manager - Inside Sales at Adobe
64 shared connections
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

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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**



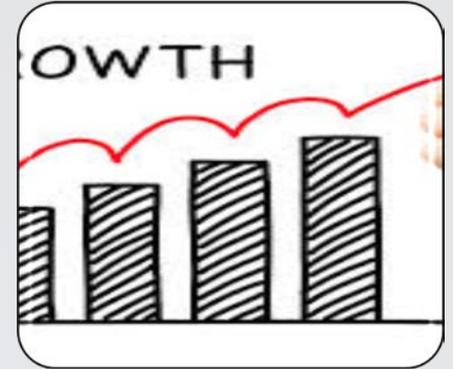
**INVEST MORE
GET MORE
RETURNS**



**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



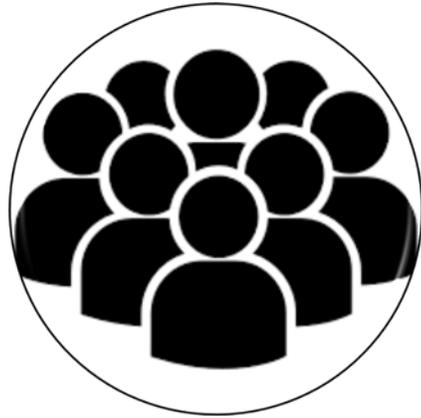
HYBRID SALES

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



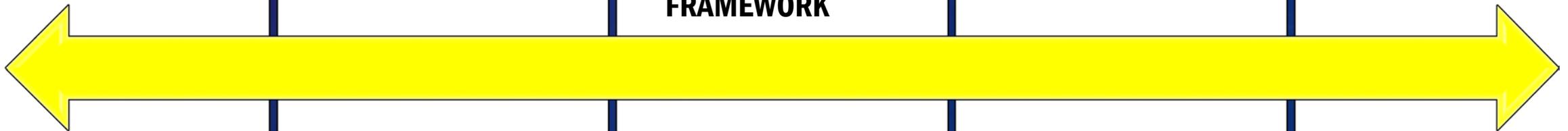
MARKETING SUPPORT

- LEADS,
- WHITEPAPERS
- CASE STUDIES

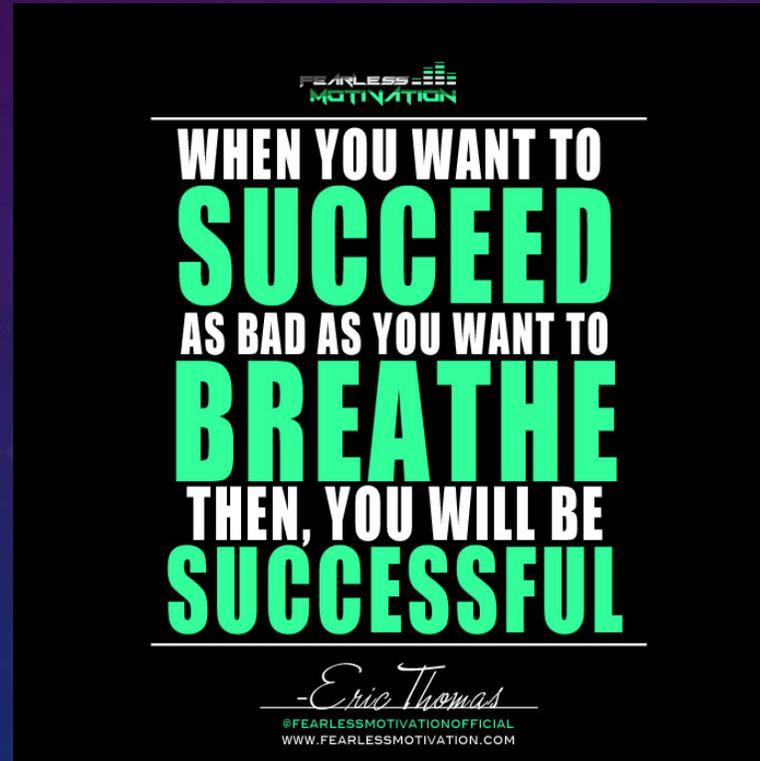


TECHNOLOGY/IT SUPPORT

- PHONES,
- CRM
- WEB CONFERENCE



MY FAVOURVITE QUOTE



STAY CONNECTED:

ASHISHCHERIAN@GMAIL.COM

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