



VENTURE ACCELERATOR PARTNERS

AN INTRODUCTION TO:

START-UP SALES



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Start your path towards mastering the world of start-up sales!

Introduction

Here at Venture Accelerator Partners we focus on business to business sales and have almost 100 years of combined years of sales experience helping growing businesses reach their goals. What you will learn in this white paper are tried and true methods that will give you a framework how to successfully approach start up sales and better yet, see real results. Our outbound sales expertise has allowed us to:

- Close \$300,000 in incremental revenue working less than two days per week
- Grow a finance company's customer base from 2 to over 50
- Create a \$2,000,000 a year annuity stream for an industrial service provider
- Help a services firm close a \$500,000 deal
- Assist a professional services firm to close \$400,000 in new business

Overview

An Introduction to Startup Sales will help you become a stronger salesperson by setting you on a path to mastering the world of startup B2B sales. Learning how to sell is vital to the long-term success of your startup or growing business. This white paper will teach you about the end-to-end outbound sales process, including:

- Prospecting
- Crafting Your Sales Messaging
- Reaching Out To Prospects
- Cold Calling, Emailing, And Objection Handling
- Developing Meeting Plans
- Social Selling And Networking
- Digital Resources

Chapter 1: What is Prospecting?

What better way to begin our examination of what it takes to become successful with outbound B2B sales than learning some very helpful tips on how to prospect for new business.

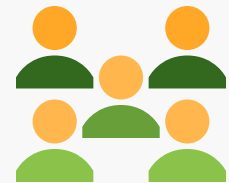


According to [BusinessDictionary.com](https://www.businessdictionary.com/definition/sales-prospect.html), a sales prospect is a “potential customer or client qualified on the basis of his or her buying authority, financial capacity, and willingness to buy.”

Put simply, sales prospecting is the act of searching for, collecting data on, and evaluating potential or likely customers or clients.

To identify the right prospects, consider the following questions:

1. What sector(s) do you have experience in?
2. Who are your current customers?
3. Who does your solution benefit the most?
4. Does this target customer have funds to pay for the solution?
5. Where do the competitors focus and how do you compare?
6. Which targets would be early adopters?



For a more in-depth review you can find more information on [prospecting](#) and [buyer personas](#).

While you are prospecting, it's extremely important to understand several of the core pillars of prospecting:

- Using a CRM system
- How to research an organization
- How to determine what information is valuable
- How to research a contact
- Free (or nearly free) prospecting tools



CRM Systems

A CRM (Customer Relationship Management) system is a repository of all your sales activities. It provides an easy and effective way to sort and store all your prospecting information in one convenient location. If you don't have much exposure to a CRM, we suggest using Hubspot. It is one of the free solutions available. Hubspot automatically populates company and contact data, and helps you quickly track activities and schedule upcoming tasks so that no prospect is forgotten.



Typically, a CRM will have an easy to navigate homepage helping you to:

1. Populate a company profile with account details.
2. Track notes containing key findings.
3. Add contacts.
4. Schedule, create and track emails, calls and more.
5. Build a sales funnel.

With a Hubspot account now in place, you can easily record interactions with the customer and you can schedule future activities. By recording interactions and scheduling activities you are using your CRM as your company's collective memory bank. It allows you and other team members to review what has been exchanged with the prospect, helping you keep on top of actions that need to be carried out.



How To Research An Organization

As mentioned previously, there is a plethora of information available that we, as prospectors, need to sift through to find the most valuable nuggets. Accurately researching an organization can be a daunting task, but if done correctly, it will spare you from wasting time chasing an ill-fitting organization and can help ensure that your messaging is properly targeted. To reduce the perceived challenges of prospecting, it's often helpful to seek and sort information between two categories: (1) **Account details**, and (2) **Notes**. These two categories are defined as follows:

Account Details

Account details consist of smaller pieces of information related to the organization and can be thought of as the pieces required to build an organization's identity.

Valuable information typically includes the official company name, a physical address, the industry they're in, size of company, their website, phone numbers, as well as a quick paragraph about the organization. While some of this information can be pre-populated by the CRM, it may not be up to date or completely accurate. Contact information is important, but location, industry, and size can help you determine if the organization is a good fit with your solution and help you tailor a unique value proposition.

Taking Good Notes

Notes can consist of any other information that you deem valuable to aid you in selling your product or service. Initially, determining what info offers the most value will require experimentation and refinement. When conducting research, remember to answer these important questions:

1. Is the prospect a good fit for my solution? And why?
2. How should I tailor my value proposition to interest the prospect organization?

Remember, your research is only valuable if it helps you answer the above questions. To help you and your team members consistently build a strong note section, create a research questions list; a series of smaller, more focused questions to help you answer the above questions.



TIP

Research is only valuable if it helps you to paint a more complete picture of the needs of your prospects.

Free (or Nearly Free) Prospecting Tools

There are no guarantees when it comes to finding the names and contact information of your prospects. Some organizations gladly share employee profiles and contact info while others intentionally leave out any mention of specific employees and how to reach them. These tools can help:



LinkedIn

LinkedIn offers the opportunity to connect with customers, prospects, and others within your professional circle. You can utilize LinkedIn to research a specific person or organization by reviewing their personal or company LinkedIn page. By following a prospect's latest posts and comments in their LinkedIn feed, you can engage with them on a regular basis, turning cold contacts into warm ones.



Hunter.io

Hunter.io is a free and handy tool that can provide you with names and e-mail addresses. Setting up an account is quick, easy, and safe. The tool can also be set up as a Google Chrome plugin to quickly identify and extract email address, or propose the most likely email address based on the commonly used email conventions (i.e. `firstname.lastname@company.com`)



GetProspect.io

Like Hunter, GetProspect.io works as a Chrome plugin. It creates an overlay on your LinkedIn account helping you to collect and track email and other contact info. It can crawl multiple LinkedIn pages, converting actionable contact info into an excel data sheet that can be ported to your CRM for further prospecting.



Data.com

Data.com provides access to an organization's profile overviews, a list of known employees and their associated contact information. Data.com is a powerful tool that can make the prospecting process faster and easier.



Hootsuite

While its more than just a prospecting tool, Hootsuite is an excellent tool to keep track of company and prospect updates on multiple social accounts. It can help you identify any keywords or target a particular geography. If you've read our social media white paper, then you will know just how flexible and important Hootsuite can be. Following Twitter and other social media channels, this platform can help you:

- follow your prospects to stay up-to-date on new developments and potential trigger events.
- develop relationships by interacting with your prospects.
- build credibility and attract inbound leads by sharing relevant information that will establish you as an industry thought leader.

Chapter 2: Crafting Sales Messaging



Before you reach out to your prospects, it's important to have a strong message and know what will resonate. To help you craft a stronger sales message be sure to keep these points in mind:

1. Consider the Prospect's Pain Points

It's important to understand the problems and challenges facing your potential customer. These pain points will ultimately serve as purchase motivators. Understanding these motivators will provide you with a great base from which to craft your pitch and approach the sale.

2. Engage Before You Inform

When initiating first contact with your prospect, structure your messages so that anticipated points of interest are near the beginning of your conversation. This should be done for all forms of communication, including emails and phone calls. The goal is to encourage your prospect to read and/or hear more about what you have to offer. Once you have gained their interest, they will be more likely to take a deeper dive into your sales offering.

3. Focus on Solutions, Not Products

People do not buy products or services, they buy solutions that solve problems. Learn to highlight your solution's true value by understanding why your prospect would be interested in your solution. For example, chances are when you buy a can of Coke you're not just attracted to the shiny red can. You're buying a Coke as a means to an end –refreshment, happiness, and enjoyment. Don't sell the cans, sell a thirst quenching, satisfying experience. Read our blog post on this topic for more ideas.



TIP

Customer pain points serve as purchase motivators.

4. Highlight your Differences

It's not enough to convince a potential customer that they need a solution; you need to convince them they need your solution. Highlight how your solution differs from alternatives within the market, placing a focus on the unique attributes of your products and services that are best suited to remedy your potential customer's pain points. You must make your solutions stand out in the mind of the customer to entice them to buy from you.

5. Sell the True Value

Monetizing the true value of your offerings can help attract a sale and justify the decision to buy. When monetizing your solution, keep the focus on what it means to your customer. While cost is obviously a factor, explore whether it can also save your customer time, indirect costs, or reduce risk.



TIP

Focus on the true value of your products or services to make them stand out in the minds of your prospects.

For example, if you are selling high grade machine oil, highlight the costs savings that can come from fewer machine breakdowns or the need for less maintenance and repairs. These need to be core pain points that are experienced by your prospects that your product can solve, thus adding value.

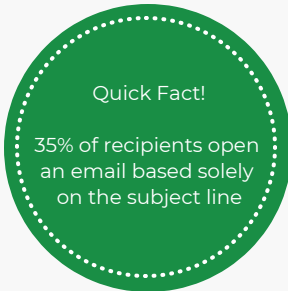
Chapter 3: Reaching Out To Prospects

Now that you have learned how to prospect for new opportunities and build strong sales messaging, it's time to learn how to reach out and engage with your prospects. Several factors impact which medium you should use to initially reach out to your prospects. Things like the industry you are trying to sell to, the seniority level of the contact you're trying to target, and the target contact's activity level on social media are all helpful clues in selecting the best way to reach out. Here are a few of the highest ROI methods of communication and some tips to help you master these selling tools.

An Introductory Email

Chances are, your prospects' email inboxes are being bombarded by a seemingly endless wave of new messages, making it hard for you to earn their attention. It takes a well-crafted email to catch and hold a prospect's attention, and the message must be compelling enough to elicit a response. To craft a potent business to business sales email be sure to use the following structure and guidelines for your email:

1. Subject Lines



Your subject line is undoubtedly one of the most important elements in getting your prospect to open your email. Your subject line should ultimately be something that interests or entices your prospect enough to want to open your email. Try incorporating a few of these tips:

Target a Pain Point

Addressing a pain point that resonates with the email recipient can be golden. You don't need to lay it all out, but simply give a quick snapshot, such as Evernote's "Stop wasting time on mindless work".

The More Quantitative The Better

If you can save your prospect time, money, or provide another measurable benefit, why not include it in the subject line to snag their attention. A good example of this is Duolingo's "Learn a language with only 5 minutes per day".

Speak In A "Client Voice"

Incorporate phrasing and terminology from their own website or that is common to their industry. Refine your language even further by matching it to your prospects position level or specific department. Vidyard's email subject line for their video performance tracking software is a great example that speaks in the client voice and addresses a target's pain point: "Busted! You're not measuring video performance."

Mention a Trigger Event

Whether it was a referral from someone else, a networking event where you got their business card, or some new activity at your prospect's company, mentioning the trigger event is an easy way to help your message resonate with your prospect and generate enough interest to get your email opened.

Long or Short?

While brevity is revered by most people trying to tackle hundreds of emails on a daily basis, experiment to find out what works best for you and what works within your industry.

2. Your Offering and Its Value

After a line to introduce yourself and outline why you are reaching out to the prospect, it is important to introduce what you are offering and the value it holds as quickly as possible. By positioning your offering's message and its value near the top of the message, you will increase the chance of capturing your prospects attention.



TIP

Try using your subject's name in the subject line. It's a tactic that's proven to increase open rates.

If your product or service's benefits are meaningful enough and resonate with your prospects, you are far more likely to earn a response.

3. About Your Organization

If your prospect is engaged by your value proposition, it's a good idea to add reassurance and build credibility by including a brief overview of your organization. It can be helpful to include how long you have been in business, your experience, where you are located, your main functions, how many clients you have worked with, and/or a few examples of notable clients. When your prospect has a better understanding of who you are, they may feel more comfortable in reach out to you to learn more.

4. Call to Action (CTA) or Next Steps

At the end of your email, it's important to include a clear call to action and express what you believe the next step should be. Don't be afraid to be specific. If your prospect is interested, they will be more inclined to reach out to you. Alternatively, if you are clear on how you would like to proceed, such as suggesting to follow up in a week, you'll provide the opportunity for the prospect to email you back and opt out if they choose. Otherwise you can follow up as promised and reference your initial email. Even if your email wasn't answered, following through on your promise can be a great way to help build credibility.



TIP

Once you're comfortable with crafting powerful emails, adjust and tweak your messaging to learn what works best for your target audience.



Chapter 4: How To Cold Call

Cold calling can be terrifying, even for sales professionals. Picking up the phone, reaching out to a stranger, and trying to sell them in 30 seconds is tough. Here's a few ways you can minimize any anxiety around the task of cold calling:

Research Your Target

A no brainer. You can use your research to tailor your efforts to the prospect. Remember, the goal of your first conversation is to get them to express interest in learning more about you and your solution.

Don't Take Responses Personally

Building up a thick skin takes time. Remind yourself that a 'no' is often just a 'not now'.

Believe in What Your Selling

Sales is as much art as it is science. Part of that art is being passionate about what you are selling and believing it can truly make a difference.

Quick Fact!

It takes an average of 8 cold call attempts to reach a prospect.

Be Consultative

Understand your prospects' business pains and how you can help. Ultimately, you want to help them purchase your product too.

Warm Up

Practice with a partner in the office to become more comfortable at objection handling or call your own voicemail to hear what you will sound like.



Sample Cold Calling Script

Use this proven sample script as a starting point:

Hello (prospect name),

My name is (your name). I work for (company name) and we are a provider of (abc solutions). I understand from doing some research on your business that you (mention what the prospect does that peaked your attention with regards to your product/service).

Do you have a few minutes for a quick discussion? **Yes/No**. If 'Yes' proceed, if 'No' ask when you can call back or schedule some time for a future conversation.

Ask probing questions relevant to them. For example:

- What do you feel are your biggest pain points for X?
- Can you tell me a bit about your current processes?
- Have you ever had issues related to X?
- How do you deal with issues related to X currently?

Tie your value proposition back to the answers above whenever you can for each of the above points. Finally, finish the call with closing statements, such as:

"Thank you for your time today. I'll be sure to follow up tomorrow with pricing details. In the meantime, if you have any questions please don't hesitate to call."

or

"Thanks for your time today. How does your schedule look on (pick a date) for a meeting where we can walk you through our solution in greater detail?"

Asking Probing Questions

At Venture Accelerator Partners, we've found time and again that a key driver of success in almost all sales situations, regardless of company size or stage of development, is the ability to ask good, probing sales questions early in the sales process. A good sales question is one that:

1. Helps to identify whether the current value proposition is working.
2. Refines the value proposition to make it more effective when possible.
3. Looks for new opportunities for revenue generation.



TIP

Asking probing questions is the best way to help you find your prospect's pain points. Once you find them, link them with your value propositions.

In many cases, prospects enjoy discussing their pain points, and if they're meeting with you then presumably they've found something in your messaging that resonates with them.

The key early in the sales process is to probe further into their pain points.

Using open ended questions allows you to better understand all your prospects challenges and provides the opportunity to identify new areas where you may be able to offer support. Additionally, asking good probing sales questions early in the sales process can improve your chances to close deals over time. A great sales question you can ask the prospect "Have I asked all the right questions? Did I miss anything?" There is no one better than your prospect to know the answer to that.

Objection Handling

Remember, regardless of your skill as a salesperson, not all your calls are going to go smoothly – you'll often get objections to your pitch. Rather than seeing these as obstacles, utilize them as opportunities to further engage the prospect and learn about their business. Here's a couple of examples:

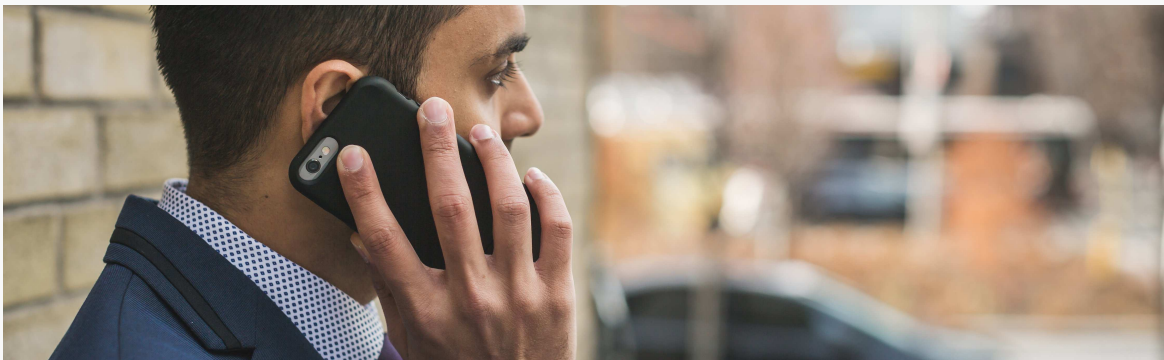
Prospect	Your Response
"We don't have a lot of money to spend"	"I understand that there might not be a lot of money to spend right now but our solution can help you generate an additional X number of dollars in new revenue and/or cost savings."
"We don't really have the time to try anything new"	"Our solution can help you save time by automating many time-consuming administrative functions. Competitor X has already begun to implement the solution for this exact reason."

At the end of the day, you won't always win. Sales is a numbers game and most people see value in a solution that will make them more money, reduce their costs, create more efficiency or reduce a liability. Stay persistent and incorporate feedback to find success.

Don't view objections as a roadblock. View them as an **opportunity to better connect with your prospects.**

Leaving Stronger Voicemails

For most sales calls we recommend not leaving a voicemail, and instead trying to call again at another time of the day. If you are going to leave voicemails, be sure to follow these guidelines:



Be Prepared

Follow a script or outline that covers the main points that you want to include in your message and rehearse with that message until it flows smoothly. If you want your message to help stand out, include an interesting piece of news from your research.

Compelling CTA

Each CTA (Call to Action) should be unique to your prospect. Think about your prospect's needs and link them with your value propositions. Be sure to include a clear and motivating call to action to help encourage a response.

Keep it under 20 Seconds

To help grab your prospects' attention, lead with their name. To help practice your timing and pacing, try recording yourself to listen to your own practice playback.

Email Follow-up

Follow up your voicemail with a brief email. Try using "Voicemail" as a subject line to grab interest, such as "Prospect Name, I just left you a voicemail about..."

Dealing With Unresponsive Prospects

If you've tried and tried but just can't engage your prospect, consider the following questions (in sequence):

1. How Many Attempts Should I Make?

For high level contacts, you may need to reach out 10+ times. Lower level contacts, or contacts at smaller organizations, generally take 5 attempts to reach. Benchmark against your colleagues as a best practice.

2. How Many Platforms Should I Use?

If calls and email don't work, try reaching out through LinkedIn, Twitter, or the preferred channel of your prospect. By identifying and utilizing your contacts preferred method of communication, you'll increase the chances of a response.

3. Still No Response? Should You Continue?

This decision comes down to how large or important the opportunity is. If it's a large enough opportunity, it can be worth continuing. However, it also may be worth trying a contact that may be more receptive.

4. Is There a Different (Better) Target?

You can't lose business you don't have. If you've tried your best to reach a contact, move on.

5. Still Not Ready to Give Up?

Try setting a reminder to reach out again a few months down the road to see if things have changed. Follow up as you see fit based on any new developments.



TIP

You can't lose business you don't have. Don't be afraid to move on and try a new contact in the same organization if you've been unsuccessful with your first contact.

Maximizing Brief Customer Contact

What should you do if you reach your prospect and they have little time to talk? Try these helpful tips:

1. Focus on a Feature Related to a Researched Pain Point

Highlighting the purpose of your call will help to ensure that your contact remembers you on your next call. Hitting on the most attractive feature, that is related to a pain point that you know they have, will lead to the prospect speaking with you when they have more time to talk.

2. Ask When They Might Be Free to Talk

Ask about their schedule and then specify both the day and time you'll try to reach them again; this will save you time and set expectations with the prospect.

3. Ask the Most Pressing Qualifying Question

If your contact is willing to talk (however briefly), it's a good opportunity for you to ask your most pressing qualifying question (which should help you understand if the prospect is a good fit for you).

4. Always Thank Them for Their Time

At the end of every call, thank your contact for their time. Being polite and showing appreciation will help you establish a positive connection and make your contact more receptive to taking your calls.

5. Send a Follow-Up Email

After ending your call, a follow-up email is a great way to strengthen the relationship.



TIP

Your follow-up email should thank your prospect for their time and recap the reason for your call and the main highlights. A follow-up email is also a great chance to introduce new information to your prospects.

How to Keep Leads Warm

Keeping a lead warm will allow you to win prospects' business when the time is right. To help you keep your leads warm, try these 4 tactics.

1. Schedule Activities and Keep Your Promises

If you want to keep a B2B sales lead warm, you need to get organized. Using your CRM to schedule activities will help you make good on promises to send over additional content or call back at a specified time.

2. Be Visible & Stay Top of Mind

Use social media platforms like LinkedIn and Twitter to comment on and share your prospects posts and tweets as well as sharing your own content to stay top of mind. Email newsletters are also a great way of regularly sending value-added content. You can also send prospects interesting industry-related articles they might enjoy, as well as commenting on and sharing the content that they post.

3. Watch for Triggers

For any prospect, it's worth watching for trigger events that can help identify windows of dissatisfaction. These events are opportunities in which your message may be more readily accepted or welcomed by your prospect.

4. Review Your Funnel

Take the time to examine when the last activity for an account was, when the next activity will be, when the opportunity is expected to close, and its size. A quick review is your chance to step back, see how you are progressing, and see if you have been making good on your commitments.



TIP

Nurtured leads make 47% larger purchases than non-nurtured leads, according to HubSpot.

Chapter 5: Building a Meeting Plan

A meeting plan is a simple but important internal tool. Whenever you plan to meet with a prospect, a meeting plan can be used to ensure you're aware of important information prior to the meeting, understand how the meeting should flow, and what the meeting is meant to achieve. You can build your own meeting plan template, but [here's what we use](#) at VA Partners. A meeting plan does not have to be complex and does not take much time to fill out properly. If you want to help ensure a successful meeting be sure to draft a meeting plan to share with your team.

Example:

VA Partners Meeting Plan Sheet	
Organization Name: Company A Date and Time of Call: Month/Day - Time	
Meeting Agenda	
<ul style="list-style-type: none"> This section should outline the basic flow of the meeting. This will help your team understand how the meeting is to progress and when certain information should be presented 	
Who is attending from the Customer	
<ul style="list-style-type: none"> This section should build a brief profile of who you are meeting. You can include their title, contact details, LinkedIn or other social media profiles, and any other information related to the individual that you feel would be important for your team to know. 	
Why is the customer meeting us? What is their goal for the meeting?	
<ul style="list-style-type: none"> Since you are the one who has interacting with the prospect you will understand best why they have chosen to meet with you and what they likely hope to get out of the meeting. Be sure to include a brief explanation of why your prospect agreed to meet and any supporting information that could help your team make a more persuasive pitch. 	
What is our goal for the meeting?	
<ul style="list-style-type: none"> It is important to make your goal(s) for the meeting known amongst your team. This will allow the entire team to work in agreement to words the same end results. 	
What are the next steps?	
<ul style="list-style-type: none"> It is always important to know what the probable next steps of the meeting should be. This can include actions such as providing additional supporting documentation or preparing a proposal after your meeting. It is important that both your team and your prospect are clear on how your relation should proceed. Doing so will help ensure that your meetings always exist to progress the sale. 	

Chapter 6: Networking & Social Selling

Social Selling can involve everything from traditional networking and meet-ups, to peer to peer learning groups, to engaging prospects on LinkedIn. Here are a few tips to keep in mind:

1. Set goals monthly for the number of networking meetings

These kinds of meetings can range from a 10 minute catch up call with an old friend to week-long off-site conferences. Be realistic, in setting goals, aiming to reach out to at least 5-10 contacts /month. Once your goals are set, set aside enough time to reach them.

2. Mix up who you meet

Our team has found that selecting different people in different verticals to connect with on a regular basis helps to keep your network fresh. Stretch yourself by reaching out to community contacts, school friends, and attending networking events you've never gone to before.

3. There does not have to be a specific reason

Whether you're meeting with an old friend or at a speed-networking event, you don't need to have a goal of making your pitch or dominating the conversation. More important is to understand someone else's world. Sometimes just catching up and learning what that person does or their new role is all you need to discuss. It doesn't have to revolve around a particular product or service.

4. Add value

When leveraging your network for a meeting, make sure the meeting brings some value, and your contact does not feel obligated to make a hasty purchase decision. It should add some value to them from an interest or thought perspective.

5. Reciprocate

Some of the most successful relationships can be built, from a networking perspective, when you can refer to others to your contact and they refer people back on a regular basis – this becomes a great conduit for sales leads and success.

6. Listen first

In all your network and social selling engagements, remember that there's often more power in listening than there is in talking. Asking probing questions and using active listening skills can reinforce trust and help solidify relationships and reveal where you can be of help to them. Knowing someone's challenges and pain points sets you up to be a relied upon contact.



LinkedIn

When it comes to leveraging social selling on a digital platform, LinkedIn is a great place to start. If you're new to LinkedIn, start with these 5 key points:

1. Set a Schedule

Creating a schedule might seem obvious, but it's the easiest way to stay on track. Allocate your time across the week to help you maintain a stronger presence and keep up to date on the latest developments. Consistent activity, even on a weekly basis can make an impact.

2. Post, Comment, and Share

The LinkedIn news feed is the perfect place to stay connected and top of mind with prospects. Tagging or "calling out" relevant people in your posts can get you more traffic from their networks. Commenting on posts can help you to be seen as a subject matter expert, as long as you're saying something intelligent and relevant.

3. Build Connections and Ask for Referrals

A major strength of LinkedIn is seeing how you are connected to your potential prospects and having the ability to ask for a referral. A 2nd-degree connection could be your chance to gain a warm introduction to your target prospect.

4. Build a Strong LinkedIn Profile

With a strong profile, more prospects can find and view your account, allowing for more opportunities to create new business. Check of the sidebar to the right for 10 great tips on how to build a strong profile.

LinkedIn Checklist

- Upload a Professional Photo
- Write a Compelling Headline
- Set Your Public Profile URL
- Customize Links to Websites
- Tell a "Story" in Your Summary
- Update Your Current and Past Positions
- Highlight Your Education
- Ask for Recommendations
- 'Skills' Showcase Expertise
- Strive for 100% Profile Completeness

Chapter 7: Resources & Contact Info

Sales for Life

Looking for a good mix of topics for what it takes to succeed in sales? Visit the [Sales for Life Blog](#) for great content.

MaRS Library & Entrepreneurs Toolkit

The [MaRS Library](#) is full of valuable articles, workbooks, lecture videos, training courses and details on workshops that can entrepreneurs succeed.

HubSpot

HubSpot has several [resources](#) regarding the marketing tools and supports needed to support sales.

Salesforce

Updated regularly the [Salesforce Blog](#) outlines sales tips, tricks and strategy to develop your sales skills.

Venture Accelerator Partners

VA Partners provides a number of sales, marketing and social media training resources for startups including [podcasts](#), [blog posts](#), and [white papers](#). To stay in the loop be sure to subscribe to our newsletter

Looking for further guidance and support? VA Partners works with growing companies by providing scalable sales and marketing resources to help you effectively implement your sales plan. From prospecting and crafting your sales message to outbound calls and emails, to developing proposals and closing deals, VA Partners has the experience resources to provide effective part-time sales and marketing support.

For more information on VA Partners please find us at:

www.vapartners.ca

Email: info@vapartners.ca

Twitter: [@vapartners](https://twitter.com/vapartners)

LinkedIn: www.linkedin.com/company/venture-accelerator-partners-inc

