A VC... WHO ME?

- Not an IVY Leaguer
- No MBA
- But I realized at 15 that I knew how to sell
- Working became my extracurricular activity, and I haven’t stopped since
First LLC when I was 16

Door-knocked and cold-called my way around the suburbs, taking the train to “the big city” of Chicago

By 17, I had clients by the likes of Jamie Dimon (CEO of JP Morgan, Chase) & family

By 19, I had pivoted from a personal shopping model into a wholesale business

Closed business with Anthropologie, Von Maur, Dillard's by 20
When everyone else made 50 dials, I made 100. I was the loudest on the phone in the whole call center and I drove everyone crazy. They named me the tell me more girl, because I wouldn’t let any prospect off the phone.... When a conversation hit an awkward point, I used to say, “tell me more”
YOUR CORE

- Keep an eye on it
- Behavior first
- Daily intentions

THRIVING FEMALE STARTUP ECOSYSTEM

INSPIRE MOTIVATION WITHIN MY COMMUNITY

LEAVE A LEGACY

FINANCIAL SECURITY, HAPPY HEALTHY FAMILY

@CaylaWeisberg | @InvestHERvc
A WHOLE NEW WORLD OF TECH
40% of new entrepreneurs in the United States are women — the highest percentage since 1996.

2016 Kauffman Index of Startup Activity
Recent reports point to nine million privately held American companies led by women that employ roughly 78 million people responsible for $1.4 trillion in gross sales revenue.
In 2016, women got just **2.19% of venture capital funding**—a smaller piece of the pie than in every year this past decade, with the exception of 2008 and 2012.

- Fortune
INVEST·HER VENTURES

An early stage investment firm that partners with and invests in female entrepreneurs
THE YIN TO YOUR YANG
THE MIDWESTERN WAY

*Bringing objectivity into an inherently subjective space*

- **Seek Early Adopters**
  - With grind comes traction
  - Work ethic to bring organic growth
  - Measurable behaviors to bring lifetime value

- Well, where do I start?
THE MIDWESTERN WAY

Inspect What Investors May Expect
<table>
<thead>
<tr>
<th>PRE SALES</th>
<th>SALES</th>
<th>POST SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead generation and prospecting strategy</td>
<td>Provide customer introductions</td>
<td>Assist in establishing current account/customer activation plan</td>
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<tr>
<td>CRM set-up</td>
<td>Facilitate metric tracking dashboard to monitor sales production/revenue goals</td>
<td>Review and revise quarterly KPIs per analyzing trends in MoM metrics</td>
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<tr>
<td>Marketing/Sales collateral overview, feedback and development</td>
<td>Intel to diagnose metrics and provide actionable results (eg: how to improve lead contact rate, speed to conversion rate, etc)</td>
<td>Insights to grow existing customer revenue (ie. product add-on’s, up selling strategies)</td>
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<tr>
<td>Plan for sales/marketing campaign automation</td>
<td>Sales training for staff</td>
<td>Provide account management fundamentals and ongoing AM training</td>
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<tr>
<td>Hiring and compensation strategy, assistance with sales staff onboarding</td>
<td>Channel analysis</td>
<td>Case study prep and implementation assistance</td>
</tr>
<tr>
<td>Overview and drafting sales contracts and licensing agreements: how to properly price and establish recurring volume minimums</td>
<td>Customer engagement tracking analysis (ie. NPS integration)</td>
<td>Growth planning: introductions to long term strategic partners</td>
</tr>
<tr>
<td>Assistance in establishing quarterly forecasting goals to achieve expected sales quotas</td>
<td>Evaluate sales org</td>
<td>Employee management lifecycle and retention planning</td>
</tr>
<tr>
<td>Overview of process maps/work flows of sales lifecycle and customer experience</td>
<td>CRM Audit</td>
<td>Strategic partners: holding your champions accountable</td>
</tr>
</tbody>
</table>
PRE-REVENUE  Business Development Preparation

- Training Prospecting 101
- Customer acquisition strategy
- Lead generation strategy
- Sales generating activities: establishing a consistent routine
- CRM recommendation
PRE-REVENUE  Success-Setting

- Talent acquisition strategy
- Sales process map and workflow overview
- Marketing collateral analysis
- Customer conversations
- Understanding forecasting goals
ACTIVATION & UPSELLING  Establishing Accountabilities

- Forecasting Overview: Projecting accurate revenue outcomes
- Metric-tracking: dashboard set-up
- Revenue sustainability planning
- Channel analysis: Customer engagement and market response
- Data diagnosis: Identifying areas of opportunity in conversion rates
RELATIONSHIP MANAGEMENT  Executing Results

- Review and revision of quarterly KPIs
- Continued Market Research: trend in forecast
- Champion model for account LTV
- Employee lifecycle and retention planning
- Change management for disruptive technologies
- Case study prep
- Growth planning
THE TACTICS

- **Seek Early Adopters**
  - This customer is buying a product because it’s innovative. They want to be the first to find and test your product before others.

- **7x7 Outreach Plan:** *Stay in touch 7 days to increase lead reach ratio*
  - What will your company do to solve that market gap?
  - Build a solid team, know your strengths.
B2B, B2C DUE DILIGENCE

What is the best sales model to follow?

- B2B Account based selling
- B2C: BANT
  - Budget
  - Authority
  - Need
  - Timeline

“If the results aren’t there & the pipeline is not there, inspect the activity outreach”
Sales rep wants to make $200k each year

Average commission is $2k

2 sales per week → $4k

In order to make a sale, you need to get in front of a bunch of people

6 pitches per week → 2 deals

8 appointments → 6 pitches

Get on the phone with a decision maker 40 times per week

Need to make 24 dials each day

“One element that is always in your control: outreach”
MICROMANAGING YOUR DAY

• Watch Your Feet
  - The fundamental unit of competitive advantage are your habits. Scaling a business happens when you take right actions, over and over again.
THINK OPTIMISTIC!

Challenge Traditional Thinking

- Salespeople are 37% more effective when they are optimistic.
- Change your goals as you sell, this way you know where you’re trending at every given moment.
- Listen to get to know your customers.
- Ask quality, open ended questions and goal oriented questions.
REMEMBER

CORE
What do you want to leave in your legacy?

STRATEGY
What fits you? Raising Capital vs Organic Growth

OPTISMISM
Set intentions. Be the 73%