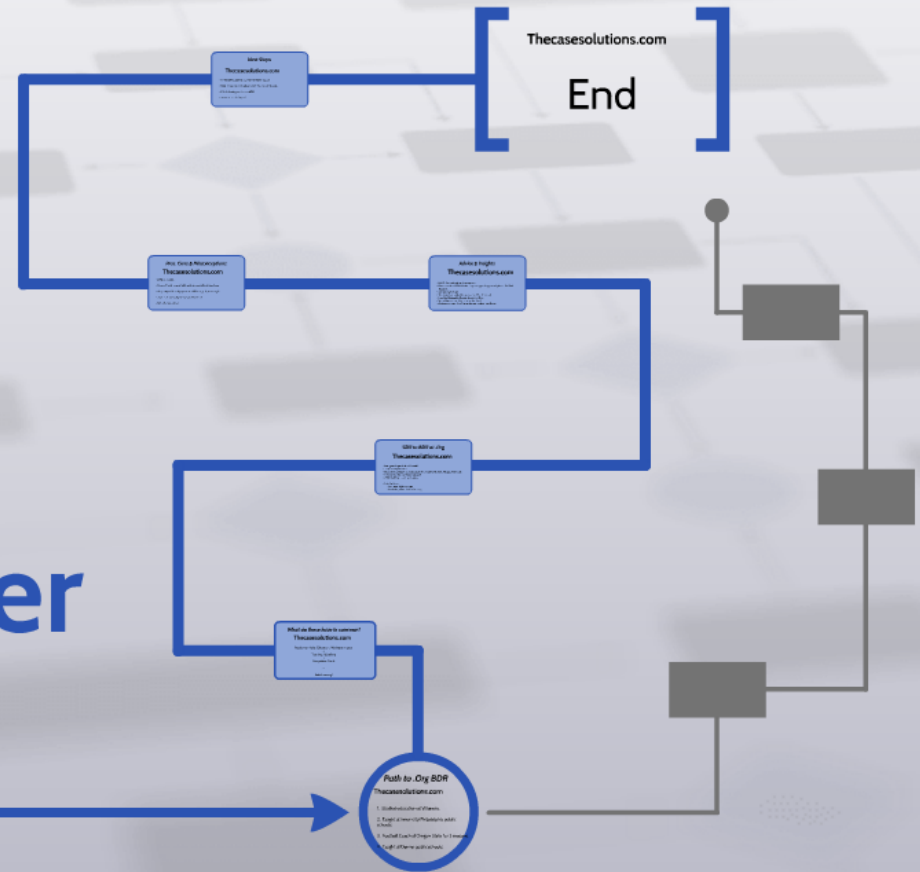


# Stories That Deliver Business Insights

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# Stories That Deliver Business Insights

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# ***Path to .Org BDR***

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1. Studied education at Villanova.
2. Taught at inner-city Philadelphia public schools.
3. Football Coach at Oregon State for 3 seasons.
4. Taught at Denver public schools.

*What do these have in common?*

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Passion for Higher Education / Making an impact

+

Teaching / Coaching

+

Competitive Streak

=

**Salesforce.org!**

## *SDR to BDR at .Org*

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- Background speaks to 1:1:1 model.
- Why not stay in .com?
- Be genuine and portray your passion in an authentic way, will speak for itself.
- Hit your numbers and push yourself.
- VTO, EarthForce, extracurriculars.
  
- Introductions:
  - Ann Rose, BDR manager
  - Rob Acker, CEO of Salesforce.org

## *Advice & Insights*

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- UFC!!! Set an objective for every call.
- For nonprofits or EDU: Pardot, huge untapped opportunity there. 50-76% discount.
- Compose an email.
- Shavings make a pile. Know chess vs. Checkers deals.
- Don't get trapped in the day-to-day rhythm.
- Spend time researching for scheduled call.
- Customer stories - learn who decision makers usually are.

# *Pros, Cons & Misconceptions*

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- Official re-seller.
- Nonprofit environment with perks and benefits of Salesforce.
- Very competitive & high pressure. Still have goals, not as rigid.
- Work from home days, hands on & hands off.
- ROI + Mission-driven.

## *Next Steps*

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- Tim following path to AE, interviewing in August.
- Keep in touch and introduce to Ann Rose out of Toronto.
- Call shadowing, meet other BDRs.
- What can we do for you?





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**End**