



NEW BUSINESS IS *EVERYONE'S RESPONSIBILITY*

Hosted by **Nelson Harris, Jeff Calderone, and Nick Switzer**

Join Us for **Contribution Sprints**

Friday, April 28, 2017

First-Time Sprinter Workshop

9:00am - 12:00pm

Room: 307 - 308

Mentored Core Sprint

9:00am - 12:00pm

Room: 301 - 303

General Sprints

9:00am - 6:00pm

Room: 309 - 310

#drupalsprints

Meet the Team



Jeff Calderone

CEO

@elevatedjeff

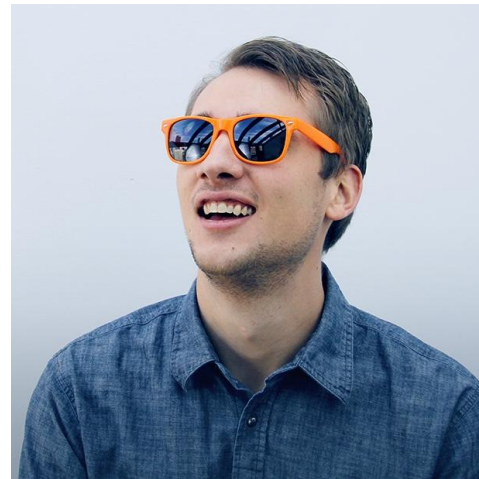


Nick Switzer

Development

Director

@switzern



Nelson Harris

Business Development

Strategist

@elevatednelson



elevatedthird.com

**We're a digital agency that helps
organizations solve technology
and marketing problems.**



WHY IT *MATTERS*

**In 2004,
I started a
web company**



“Nothing happens until somebody **sells something.”**

TALK ABOUT IT

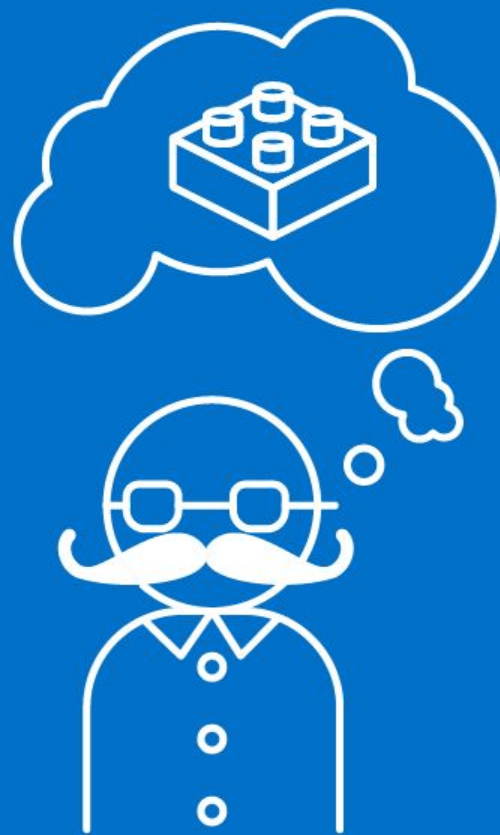
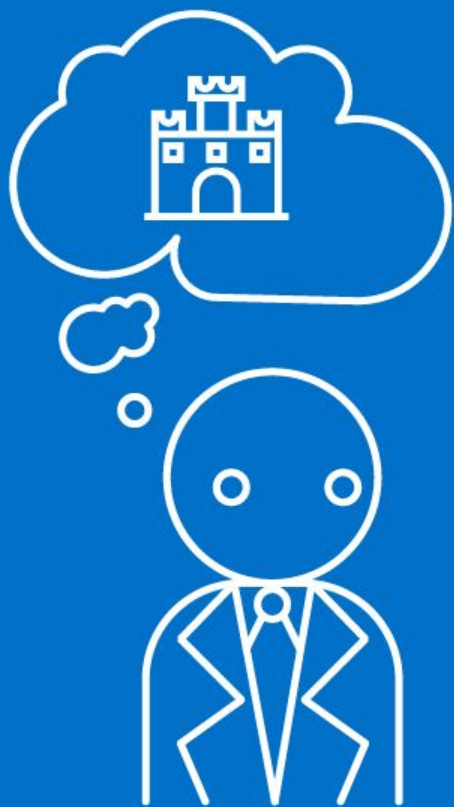
We don't wear **plaid jackets**. We sell **Drupal** solutions!



Ask the client **questions**, **listen for pain** and if we have a solution, **tell them about it**.



SELLING IS A *WHOLE*
AGENCY ENDEAVOR



An aerial photograph of a city skyline at night, featuring a river and various buildings. The image is overlaid with a semi-transparent blue filter. The text "TALK ABOUT IT" is prominently displayed in the center.

TALK ABOUT IT

TALK ABOUT IT

Proactiveness through communication.



Especially for large projects, get everyone into a room right away. **Give regular status updates.**

TALK ABOUT IT

Leverage passive connections.



When people have time to reflect and think, they will subconsciously connect dots. **Their network, past projects, new ideas, better solutions.**

An aerial night view of a city skyline, likely New York City, with a blue overlay. The image shows a dense urban landscape with numerous skyscrapers and buildings. A large body of water, possibly the Hudson River, is visible in the foreground and middle ground. The text "WAR ROOM IT" is prominently displayed in the center-left of the image.

WAR ROOM IT

Make estimates collaborative.



Don't estimate in a vacuum. **Context and real-time discussion is key.**

WAR ROOM IT

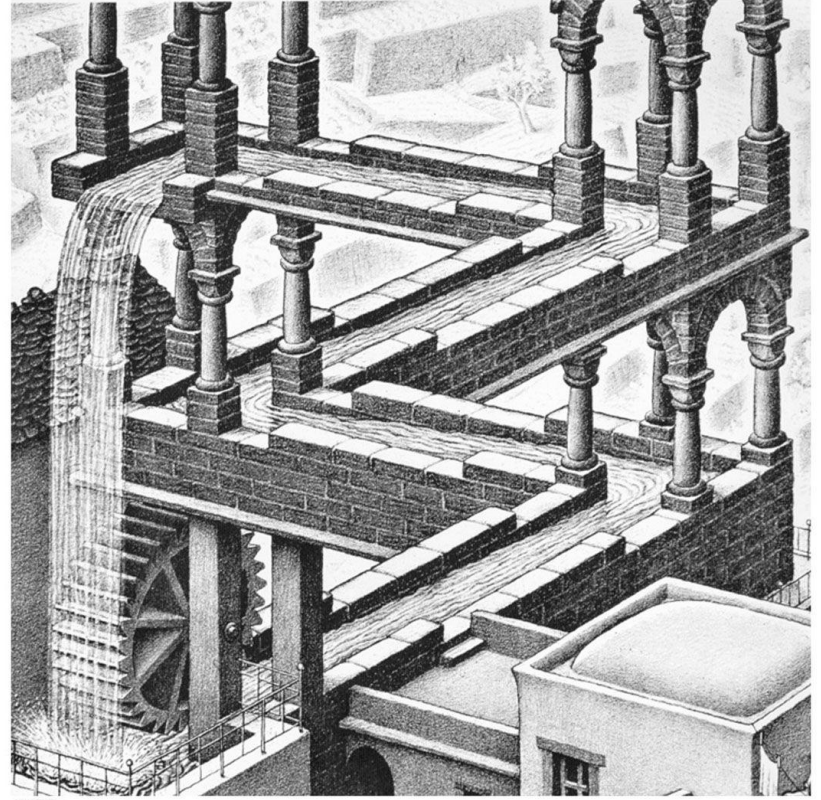
Brainstorm new solutions.

Two (or three, or four) heads are better than one. **Align on strategy to create an effective & memorable proposal.**



Estimates are guesses.

There is never one right answer. Collaboration can align **business goals and budgets** with **technical constraints**.



An aerial night view of a city skyline, likely San Francisco, with the Golden Gate Bridge visible in the background. The image is overlaid with a semi-transparent blue filter. The text "PITCH IT" is prominently displayed in the lower-left quadrant.

PITCH IT

Developers can be your **best closers.**



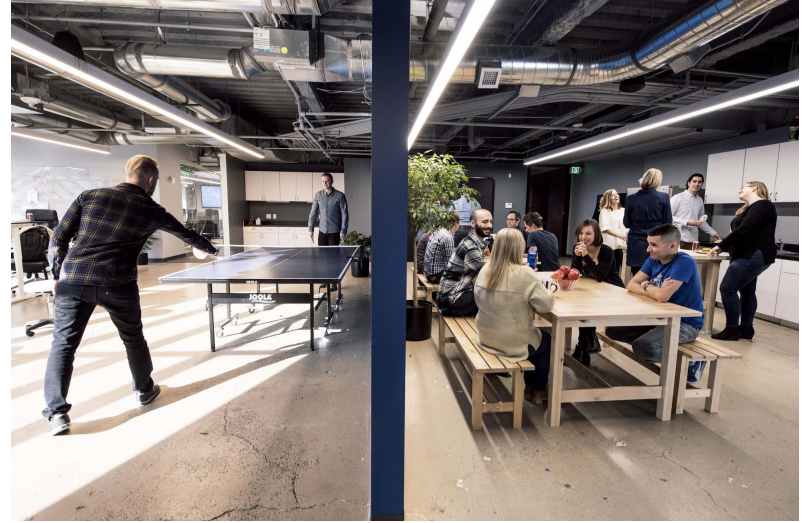
Just because they aren't salespeople doesn't mean they can't pitch. **Let your implementation team geek out with the client about what's possible.**

An aerial photograph of a city skyline, likely New York City, featuring a river and a large, modern building complex in the foreground. The image is overlaid with a blue gradient and the text "WIN IT & BUILD IT".

WIN IT & BUILD IT

WIN IT & BUILD IT

Experience victory & defeat together.



This was a team effort. **Make everyone who was involved feel valued and appreciated.**

Get **started!**



Everyone was involved from the start. We all knew what we were getting into and **had a say in the plan.**

Ensure ongoing success.



Sales should stay involved and support. **Don't throw the implementation team to the wolves.**

NEW BUSINESS IS EVERYONE'S RESPONSIBILITY

HOW TO WIN NEW BUSINESS TOGETHER

- Talk about it early
- War room and collaborate on estimates
- Bring developers to the pitch
- Celebrate and begin together
- Continue to work as a team



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Thank you!
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#333

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What did you think?

Locate this session at the DrupalCon
Baltimore website:

<http://baltimore2017.drupal.org/schedule>

Take the survey!

<https://www.surveymonkey.com/r/drupalconbaltimore>

An aerial photograph of a city skyline, likely New York City, with a prominent blue overlay. The image shows various skyscrapers and buildings, with a body of water in the foreground. The text "QUESTIONS/COMMENTS?" is centered in white.

QUESTIONS/COMMENTS?