

# DIY SALES HACKING

## Introduction

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# What we'll cover

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## 1. Introduction

## 2. Outsourcing a Team

- The DO's and DON'T's, and getting started

## 3. Tool's You'll Need

- Setting up an operations flow

## 4. Lead Automation

- Leveraging a large, inexpensive workforce

## 5. Ready. Set. Sell.

# Introduction

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This course will provide a detailed view of how to accelerate sales and drive revenue growth at your company.

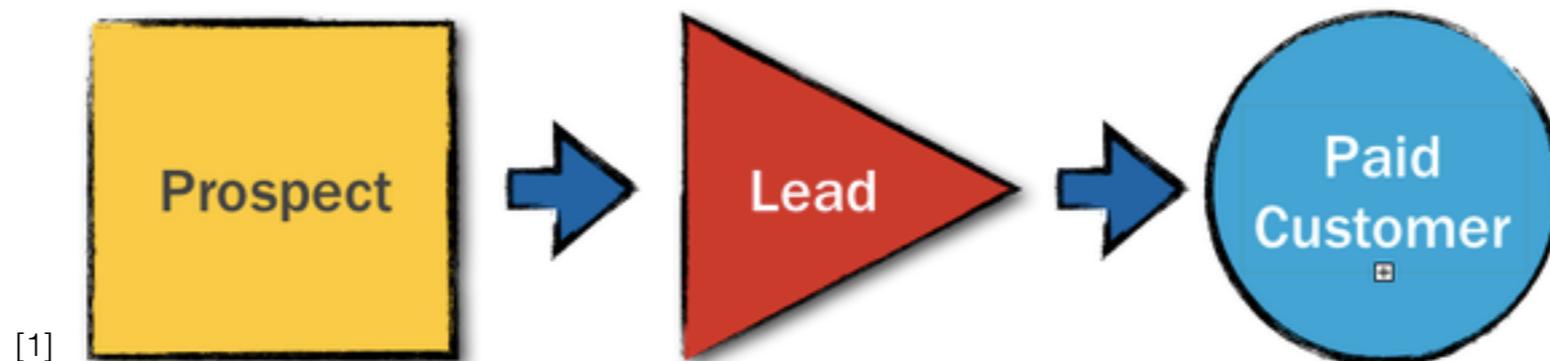
With DIY Sales Hacking, your company will have a proven set of tools and strategies to generate business development leads on a daily basis — on demand.

After completion you'll have a system that generates reliable demand for your product with only minutes of work every morning.

DIY Sales Hacking is sales cycle agnostic, and has successfully converted clients for companies large and small.

# Introduction (continued)

Hiring a sales person can be really expensive, and the results can sink your company if the process from prospect to paid customer isn't well defined and/or profitable.



The big question is: how do I turn prospect into customers, and what methods will be successful in generating leads?

Before you hire a sales person, you should at least have an idea of how this works in your organization.

[1] <http://tomtunguz.com/when-to-hire-a-salesperson/>

# DIY SALES HACKING

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## Outsourcing

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# Outsourcing: The Do's

- DO define your processes very clearly, and thoroughly
  - DIY Sales Hacking will give you these tools for free
- DO include these members as a part of your team
- DO ensure they speak English proficiently
- DO take advantage of online platforms to find and manage talent
- DO think of other ways your outsourced team can contribute

# Outsourcing: The Dont's

- DONT think of outsourcing as a temporary fix or short-term need
  - DIY Sales Hacking will give you these tools for free
- DONT outsource a core position in your business
  - Sales is core, but prospecting and lead generation can be automated to a degree
- DONT hire someone you need to micro-manage
- DONT keep under-performers around
- DONT forget about your outsourced team

# Outsourcing

In order to automate your lead generation, you will need to find freelancers via outsourcing.

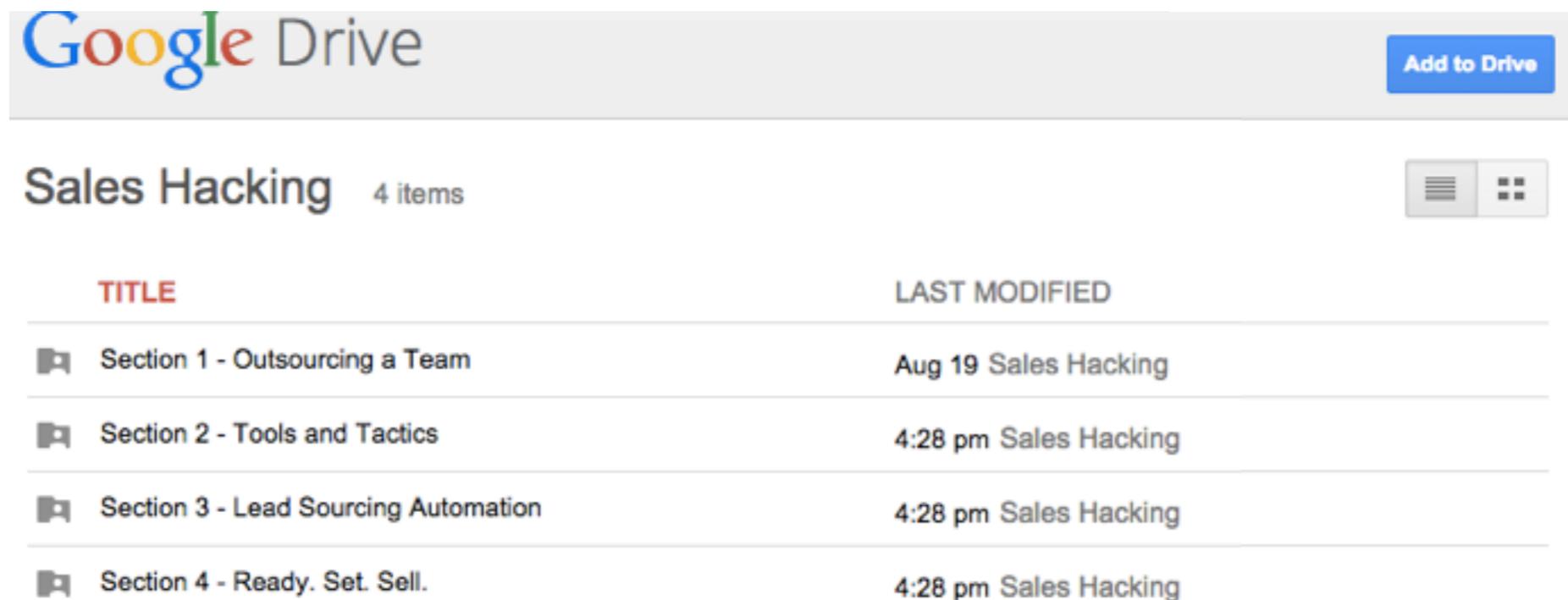
There are a lot of platforms you can use to do this, but for this course we will show you how to use O-Desk to find the best talent for the least expense.

For lead generation you'll typically see rates in the \$4.00/hour range, but the next few steps will show you how you can pay \$1.50/hour and receive high quality results.

# Resources and Documentation

The link at the bottom will take you to a page that looks like the image below. You should save these folders to your Google Drive by clicking the blue box on the top right "Add to Drive."

These folders have all resources and documents you will need to complete this course. You can also save these files and folders to your computer.

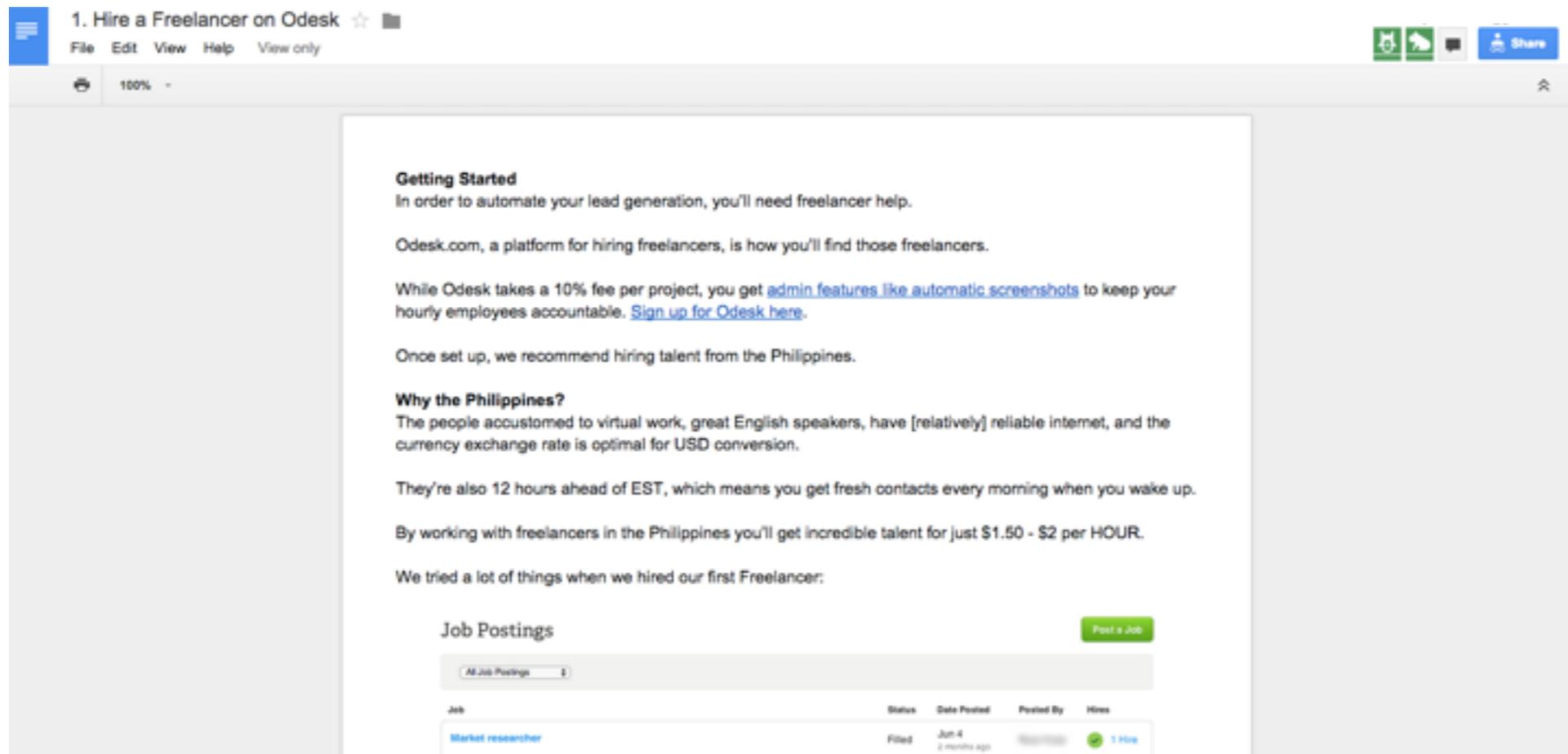


The image shows a screenshot of a Google Drive folder named "Sales Hacking" which contains 4 items. At the top left is the "Google Drive" logo. At the top right is a blue button labeled "Add to Drive". Below the folder name, there are two icons: a list view icon and a grid view icon. The folder contents are displayed in a table with two columns: "TITLE" and "LAST MODIFIED".

TITLE	LAST MODIFIED
Section 1 - Outsourcing a Team	Aug 19 Sales Hacking
Section 2 - Tools and Tactics	4:28 pm Sales Hacking
Section 3 - Lead Sourcing Automation	4:28 pm Sales Hacking
Section 4 - Ready. Set. Sell.	4:28 pm Sales Hacking

# Resources and Documentation

For the first part of this course, follow the link below. You can also find this section - **1. Hire a Freelancer on Odesk** - in "Section 1 - Outsourcing a Team" from the previous slide. It should look like this:



The screenshot shows a document interface with a title bar "1. Hire a Freelancer on Odesk" and a menu bar with "File", "Edit", "View", "Help", and "View only". The main content includes sections for "Getting Started" and "Why the Philippines?". Below the text is a "Job Postings" section with a "Post a Job" button and a table of job listings.

**Getting Started**  
In order to automate your lead generation, you'll need freelancer help.

Odesk.com, a platform for hiring freelancers, is how you'll find those freelancers.

While Odesk takes a 10% fee per project, you get [admin features like automatic screenshots](#) to keep your hourly employees accountable. [Sign up for Odesk here.](#)

Once set up, we recommend hiring talent from the Philippines.

**Why the Philippines?**  
The people accustomed to virtual work, great English speakers, have [relatively] reliable internet, and the currency exchange rate is optimal for USD conversion.

They're also 12 hours ahead of EST, which means you get fresh contacts every morning when you wake up.

By working with freelancers in the Philippines you'll get incredible talent for just \$1.50 - \$2 per HOUR.

We tried a lot of things when we hired our first Freelancer:

**Job Postings** Post a Job

Job	Status	Date Posted	Posted By	Hires
<a href="#">Market researcher</a>	Filled	Jun 4 2 months ago	<a href="#">[Name]</a>	1 Hire