

Vrta Kalenda
GURU

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GURU
x

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x

Future role

If i am company, explain me, What applifting is doing.

- it helps you create a digital product and we can scale it to make it success
- we are partners to create the product, we are partners
- if you have a product, 10 years, and you need to kick it off better, we can rewrite it, scale it and boost it

Official version:
- software studio with 7 yrs experience
- enterprise and startups
2 deals
-> product evaluation, and design, engineering
-> digital inovation for enterprises (e.g. Jablotron)

Unofficial:
- applifting is good for customers who wants something good, not only job to be done because of our targets
- people will not like, if product go to "šuplík"
- we are everytime suggesting validate the idea
- long term relationship (more than half a year)

IoT prototypes, ...

- software house
- two directions
- 1st technological innovation for clients, who has 15 years old monolite in PHP, we are partner for rewrite under new architecture, hybrid teams with them, capacity and know-how
- 2nd digital product, for startups, idea for with development, validation of the idea, consultation for not to be fail

What is your role there

- guru, searching for leads, qualify them, talk to them, talk to stakeholders to make it happe
- if guru needs higher authority, i am invited there also
- i am bear :D if they need to show the bear, i go :D

- detection of problems and solution for council
- collegial things with Verka
- legal final pass through me
- guru on hostesbot
- saving projects (product, desing, node, ios, react, .. not enough BE)
- saving HR
- taking care that company works

Senior heureka lead, non-officially patron of Python technology, 13 days council of elders, position "Dominik"

Overall thoughts

What is your favorite competency? - partnership for my partner, translate what we do into the business values for them, ROI, saved money, de-risking
 - i like to talk by peoples money (to grow)
 - talk to other smart gurus and create the offer for them (but not write)

- well-being of Applifting

I like the most being the formal leader and helping people with everything. Also it is my teamlead role.

What competency you dislike the most? - chasing clients, process of lead generation, it so uncositent
 - dequalification / disqualification of client = guy has million CZK and he needs it on wordpress and 4 PHP developers
 - day to day execution of the project
 - set up the project and kick it off, process things, i am weak in that, i rely on skilled teamlead

- legalcheck

Maintain the relationship with client and solving well-being of people in Appifting with Heureka.

What is the biggest competitive advantage of Applifting? (DX) - taking validated technological edge (the newest) and bringin them from startups to enterprices and vice versa
 - partnership, knowledge sharing, giving them knowledge, no vendor lock
 - jablotron asking us how to do it with OSVČ people or they ask for

- internal people must be happy and then the project will go well (internal advantage)
 - we want to make the project live and sucessfull
 - we bill real hours / minutes / and sending to client

- our culture, being mega fair to the client, we are able to decline the business
 - ethic channel
 - technologically we are widely skilled, technological "podhoubí"
 - delivery time we try to find the middle way to find the solution for customer = one tower, not a

Where is the room for improvement for Applifting (DX) in world wide competition? - sell better us
 - more focust business development activities
 - every guru talks their on language
 - if someone (BD) is here, we can focus domain, where is no problem with money
 - better positioning, less pressure, and free to deliver because of money
 - lack of pre-sales process, we need to shape it

- more high-impact project
 - more B2C projects (it can help us to get more projects, portfolio)
 - increase the range of verticals, e.g. social networks, communicators, automotive, ...
 - no machine learning experience
 - no real cryptocurrencies projects

- hourly rate is too high
 - more publicity for our company, through our values

What is the biggest internal pain for Applifting (DX) nowadays?

- we cannot manage size of our company, we don't have middle "management" in applifting has small leadership pool
- we don't have enough engaged teamleaders to give culture to other people and teach others to grow coherently
- effective allocation of people, people are not allocated on 100%, so we have low efficiency, we are doing it (alone)

What should we work for?

- with our references (fintech, crypto) we can target challenger banks, fintech startups (new or settled up), we are strong in this domain
- bank to help start new products
- banks and startups grows and they need reengineering
- banks has enough money and we have relevant references
- sales cycle is one year, that is ...

What is the biggest advantage of your position in sales process currently?

- people can recognize, i am not a sales guy
- i don't speak with sales speech
- from my POV from CTO level, "we can help you like that"
- i understand their world = ROI, revenue, fulfill investors, ...
- partnership for lead stage
- i was everywhere in the sense of i saw many failed projects, successful projects, also i was developer, so I can see a lot from the beginning, i have overview from down to up (engineering to ROI)

What is the biggest disadvantage of your position in sales process currently?

- i am not the best in something, i am sub average
- good at proposals, good at partnership
- i am totally bad in finishing contracts
- i am everywhere in sales process, too wide, it mentally hurts, too much pressure

- how to manage, who is working on what and how to utilize people

- put culture back into rails that we are all family (like on teambuilding, Anička with Gabčka working on it)
- weak security (conceptually, ISO)
- people who grew up are taking opportunities in big companies or startups
- UK, is it enough, that only
- B2B segment, because there is money (but I know people like to work on B2C project)

- process spaces, about the deals, lead funnel, development process, sales proces, agreements, .. more transparency :D

- create internal python team, leading the team
- hard to hire people about python, no project or no people, how to solve it?
- competence teamlead vs competency of guru about the commissions for new values
- super important of set of values, real problem, not a shitty business, impact to real problem
- fintech
- startups (DPC) people are happy about that
- devops clients
- what about with python for machine learning (spread this)
- MVP hardware prototyping, is it real field of business? i am super interested in!
- i was primary person of Heureka, real contact, if fuckups, i am fair
- i can promise them something in very early stage
- technical part is important, we are solving stack, so I know that someone cannot do sth from our team

- big technical oversee, electronics, IoT (but everybody can ask me about that)

- legal oversee and thinking, e.g. not-standard solution, or impact for people

- vrata created what we will do, they didn't know, who to solve with them? who is the point of contact, is it big project POC team lead or guru?

How Business Developer can help you?	<ul style="list-style-type: none"> - taking to me pre-qualified leads - dream is BD goes to customer, qualified if the lead is valid, or send the customer to competitors - if lead is ready to go, lets meet our guru or CEO - "i was with paul on the lunch" lets meet him, dear guru -> on guru standup - process execution / contract -> on BD guy, not on guru - guru should be "clean" not 	<ul style="list-style-type: none"> - projects will be prepared that somebody is "bought" and only thing is to do is to solve their problem and how by guru 	<ul style="list-style-type: none"> - we have set of technology, but not in all technologies there is vision defined - primary mobile client is Erste, but we want to diversificate - what we will do with Python? is it a deal shit? -> BD can create a story/way, how to achieve it - BD guy for me, is to talk about opportunities, oversee the market, and technology - BD is also a strategic decision involved
How Business Developer can ruin something what you like?	<ul style="list-style-type: none"> - promise something we are not able to deliver - don't understand the customers problem - talking bullshit about customer problem, out of the box talking about technology - BD guy "nevi která bije" and suggestion non sense solution to problem - BD guy is "pračůrák" :D No cocaine please :D - false partnership - not understanding the client and talk irrelevantly - he will try to oversale people, not to help them - not recommend competitor 	<ul style="list-style-type: none"> - promise, that we are not able to do it, and it is revealed by solution architect, customer is more skeptical and renomé is gone - BD will not know the customer's budget and guru will waste the time - promise some deadline, we cannot deliver - promise, that we will do something and it will be rejected by ethical problem 	<ul style="list-style-type: none"> - reputation mismatch fuckup, didn't have our mindset - wrong presentation of applifting, harm of values and expectations - BD must be in context of organization very deeply - money shouldn't be over the ethics channel - culture fit
How we maintain existing clients and what is great on it? How we maintain existing clients and what is wrong on What would you ask yourself if you were on my place?	<ul style="list-style-type: none"> - willingness to help them - if they ask anything, we do everything to help them - sharing our competencies to them - keeping promises about allocations (in 3 months) they - we are not consistent, periodicity - we are calling to customers only when we have people on the bench - we don't have strategical syncs What mines laying hire and risks are here I cannot see? --- if on western market what we do is good enough. in austria is what we offer is more then good engouh but London not? hiring and coherent team, are we able to put high-performing teams together to clients project, where is the bridge to high performance people and clients who pays. 	<ul style="list-style-type: none"> - regulary ask them, if they need something, or if he wants to continue the project (do it also in advance) - taking care of the customer not only business wise, but also technical wise in where to build - we didn't prepare customer that people can be offbored - seniority of developers is not communicated - we are not building the teams based on competencies so good What is the most crucial, what is on fire? --- Allocations. What can I do for you to skip something from agenda? -- Nothing, but agreements. What can you see as quick wins? --- Talk to gurus, understand, if they have same problems and create the patch on the workshop. 	<ul style="list-style-type: none"> - being fair - no bullshit - be honest - if someone is leaving, ... it's standard - even though we have structure, CTO can call to front-end - i don't know now :D What is the vision of puthing this new idea into the strategy of Applifting? How it will be beneficial for company and happy? How to "obhájit" this thing that we need it? --- I would find the concensus between gurus and listen to people, and their feeling, and then pick the things of the potential of improvement. Do not push people into sales practices, create a discussion, don't be motherfucker, being a partner for applifters.

- What are you afraid of?**
- culture fit to the company
 - money and commissions
 - profit share for gurus will go to BD guy, it should sit
 - we will solve problem in sales and then we will have enough seniors, mediors
- Low quality of leads (no compatibility, price tag, ethical problem)
- What is the cost of business development department?
- we don't have sales people claim
- how we will fit BD department into the vision
- something is said, but we are doing it differently, if necessary, we need to present the new claim !!!
- ethics over the KPI and money -> pushing the process to approve more

Martin Srb
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Nikolay Barbariyskiy
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2 things:

- digital product creation - phase 0, scaling of the product, understanding motivation and applying, the less money for you, derisking in vendor lock-in, training their people
- work hourly, commitment for one sprint

- digital innovation
- for corporate business, all innovation, rigid structure of IT, existing systems check and suggestion and engineering of new solutions, how to use current things better, even though is not yet possible
- orchestrated processes
- know how from digitalization, devops, process

and anything between also possible

Being a guru you must be relevant to be people from company. Renomé in IT business otherwise you don't have respect. It is build by IT knowledge.
Guru has to do inbound marketing, podcast, webinars, LN activity, ...
Guru is a partner for customer, guru solving the problem. Taking care of the customer.
Also coding, architecture solution (alone or with other gurus), making offers for potential
- we like agile, no fixed time fixed prices (
- the most great is that in DHL I was not in the sales, all technical I did for them, everything was prepared.

- Phase 1 - if I have idea for an app, find your target group, we will think of and ask the question you will not like the answer

- Phase 2 - technological stuff (engineering, desing) and maintainance

We do not do ML, but we can.

- If you were a bank, we can implement new thing to your old system. We will draw it for you UX/UI.

- explain, how we can help you
- understand your pains
- be your buddy in the whole process and making sure that you feel good
- technical stuff, architecture, coding
- explain you technical staff in a friendly way
- solve problem

2 main:

- product development - validate idea, derisking of loose of money,

- software modernization ->

Scale up, enterprise.

- unblocking the grow of your company

- legacy code, old code we will learn, decode and re-

programme. or if something needs to be done, we are coming to do that

- > software modernization (my word for enter the enterprise)

- applying enterprise:
- java, UML, architecture
- cultural fit creation (DES ..) In future part of DES goes Enterprise Tribe.
- business
- team leadership

We need to be famous to grow on UK, USA markets. Guru is mirror of Vráťa.

I am happy with all.

- listen the people in the beginning and what problems they solve
- then figure out and suggest the solution even though is time consuming
- i like to solve product but in here are more people who can do it better

I am from tech background, so I can programme in BE languages.

- leadership
- business marketing
- i like the mix end-to-end

My problem is **cold calling, opening doors, conferences**, but I can do it, but it's hard.

- **push something, i feel the pressure to find business**
- going to people blindly

- **blog posting, marketing funnel (cold lead)**, i prefer to work with more people

- Interested in working team, value, **well-being of customer**, it is our standard
- **we care about end result**
- experience from fin-tech and bank security, erste gave us "locker" key security component
- bankID, sign papers by your identity, it's unique
- offers
- lack of contacts of people with decision power (Vrát'a knows how to do it)
- build the quantity of leads, going for dinner

- culture and put this culture to the clients and create very close relationship between each other
- **very clever people here**
- **all technical issue we can solve**
- skilled designers
- we solve product from different perspective then others
- sales
- **upredictable business pipeline, which brings unstability that you are nervous, if it goes well**
- **closing deals are random**
- abroad market, we need to learn, how to do it good
- **young marketing**
- lower salaries, e.g. Java seniors

- **strong technical background**
- we are strange animal on the market (torquise company)
- we are oriented to long-term relationships
- famous in CZ
- we cannot do RFIs (request for information)
- **try to win RFP (we never won one, probably price is high)**
- bad in lead generation
- not famous in UK/USA because we are torquise

- **no projects or no utilization**
(we are trying to solve, but its hard), find a cure can be great
- or the have 30 people on the bench with no problem, how to figure out? and how to decrease the amount of time people on the bench

- **slow offboarding of senior people** who works long time on the same project
- people who **has nothing to do, they don't know, what to do** (in progress)
- **allocation planning** overall can be better, it is usually under pressure
- **more money to people**

- Pavel Michalík (lol)
- **lead generation**
- **i want to pay more money to people**, more then on market, i could not hire Java people (culture and money problem)
- gurus has huge amount of work to do, there is no defined onboarding (JD)
- **tester are underestimated**
- **devops is unknown**
- sometimes people are overloaded (based on cycle of
- scale up, **enterprise in abroad**

DPC

- founders, if you have 100K for validation, 50-100K, first phase, based on that they we will decide to build app for 1M czk
- angel investors
- **maybe venture capital funds, for boosting the projects**

- erste, jablotron, **big stable businesses**, it gives money and freedom to us, stability
- **small project that brings joy**
- we should do balance and wisely rotate people on project

Enterprise

- **Corporates, CTO from corporate, he has to be decision maker, it depend on**
We can work with customer.

- **i know the whole process, i am able to tell the client whole story, what can be a problem, what can be done how fast**
- **i don't need to have everything prepared**
- more experienced because I did a lot of project
- **confidence**

- **i understand the whole technological stack**
- i know how to communicate with business normally
- i like to play poker, negotiation skills
- no bullshit from sales people

I don't know, how to open the doors.

- in the first phases I am **unsocial**, it takes time for me
- first phase (opening the door) it is hard for me, it hurts sometimes, last year I did it alone, so I had to do it

- deep business (sales) thinking
- not so good at startups
- **gurus are too clever (technical) to business people**
- hard to scale gurus (they don't have time to find new leads)

Opening the doors, preparing leads.
Find out, how to boost the network.
Feedback from BD, what we do well or wrong - education from BD guys.

- Opening the door
- Dividing competences of the process, save time

- Door opener for me. It takes time a lot and it is hard work.
- Go with people to coffee, go to networking events.
- 40 leads per one networking session, too much time for gurus.
- Expand the network.

Overcommitment, **lead, which we cannot deliver.** It can create bad blood.
Ethical standards, that we will decline the deal even though BD sold it.

- he promise something that we will be not able to make and it loose the trust
- guru must be 100% open not to create the dust between each other, everything should be said

- misrepresentation of company and wrongly set up expectations
- wrong cultural fit of the customer
- bringing wrong business (ends in ethic) or ugly projects
- reputation fuckup

We care about their success.
If toxic customer is there, we go out from the deal.

- meeting every month with clients, if they have new pains, or anything help needed, therapeutical sessions, to understand the client more (now on hold)

- people like us, just catch up, we are not selling them thing from the first hand

Honest relationships.
More support of networking through applifting.

- tight relationships. openness
- risk management, maybe we should be more professional in here, we should check it internally, our borders, what is good way, always find compromise, and solve it fastest
How we will apply everything here in the UK? --- We have to solve it together.

- its chaotic, every guru has its own skills
- not smooth continous process, which keep the lead hot
- sometimes we forget to catch up with them
How to generate more leads? ---
First row of leadu, second row, third row. Buffer of leads. No systematic right now.

No bullshit, checked by
applifters.

- **loosing something what we have now**
- **change quality against quantity**
- **keeping no bullshit, straightforwardness** in business relationship
- maybe a depersonalization of the company

I just want it to represent new BD process what fit to company. **Not an ordinary sales process.**

Honza Minárik
GURU

Pavel Černý
TeamLead FE

Petr Kubeš
TeamLead Android TeamLead iOS

Michal Svěrák

x

**Product/Solution Architect -
Discovery**

No positioning of Applifting. We are recommended by current customers. I want narrow positioning. Have landing pages, microsites for clients per each activity. I want to have narrow

Clients has though, investor, but they don't listen to their users. They don't know their target group.

- workshops for market fit
- detection, where the client is
- fix their discovery
- product proposition (value proposition workshop)
- pricing strategy
- feedback

Even though i am tech guy.

- i like sales, application of know how of client

Nikola note: Discovery Phase

- hiring, well-being of people, even though I love people
- i don't want to **engaged into day-to-day leading of the project**, i want strong partner, who is taking care that developers will be satisfied from day to day

- we are able to work in agile mode (creative mode), we able to create "single track agile team"

- **able to work in hybrid teams**
- developers has soft skills, able to brainstorm

- company culture, good fit, export culture (works in Erste

- narrow / clear market proposition (can be more propositions, but now it is too wide)

- tendetion to close deals at "every price" (bid of Skoda 950 CZK per hour)

- create a bigger team for client, ex. Twixie, we didn't have free iOS developer

- too rash (zbrklý) to close deal in order to keep developer busy

- we are taking too small

- **no sharing knowledge between gurus**

- hard, that we grew up, we have **mild relationship between each other**, it affect the culture

- **not too many people to create a hard skilled team**

- **we don't have team leaders, they are booked on project**

totally, and solve, if medior can lead the project, because you don't have senior

- launchpad should work better - We are struggeling to be technical supplier anymore.

- digital product creation -> transparency, discovery is very binding, for bigger clients, than today

- **bigger, better, but harder to show off our advantage**

- **companies with big investment**

- You don't have answer to everything as sales people usually are, it is normal to people in sale role

- The key is, what understand client needs (Q&A)

- **I can give him advice and that can help him** a lot and they may come next year

- Networking effect is huge (also someone can recommend us)

- Sell project from outside (to clients, find it) and sell it to company internally (etics)

- **I go to many meetings that I will figure out, that it is not for us and we cannot help them**

- Client want to solve due diligence

- Sometimes client is not good fit (personally), Ex. Lád'a s bouchačkou

- **BD prepare the client, client is already "bought", and client is happy to meet guru who will solve the problem**

- **Cultivate channels**, "hey buddy, in here there are lot of channels we blindly oversee, e.g. Startup Box" I will dig into them, says BD.

- **More networking, and suggestions of networking channels where guru should go**

- **Set expectations that are harder to solve**

- He/She maybe not super honest

- BD want to close it, it means he/she can lie

(same as "wrong" answer)

- I am giving them too much time to clients

- Client is calling too much, almost every day

What are you afraid of? --- I have irrational fear, that I don't know, what BD will tell them and what will tell to us. And he may be too junior.

Anna Marie Rybáčková Jana Procházková
HR/Swag HR

Why we are not able to
hire seniors? How many
of them we tried to hire?

Future role

If i am company, explain me, What applifting is doing.

What is your role there

Overall thoughts

How should we present Applifting?

How we should not present Applifting?

What is the biggest competitive advantage of Applifting? (DX)

**Where is the room for improvement for Applifting (DX) in world
wide competition?**

What is the biggest internal pain for Applifting (DX) nowadays?

What clients should we work for?

What is the biggest advantage of your position in sales process currently?

What is the biggest disadvantage of your position in sales process currently?

How Business Developer can help you?

How Business Developer can ruin something what you like?

What would you ask yourself if you were on my place?

What are you afraid of?

What change of the website can help you to boost more leads?

Linkedin

Jakub Marcin
MKT

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Council
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Smlouvy

David Fuchsa
UX/Design

- software house 130 developers, 2 services:
- modernization of software and cloudifications
- if you wanna create your digital product and validation of the idea behind, and development

- building apps, web and mobile apps
- focused what customer needs, the best solution and deliver
- and we don't have physical product, no ready to made app

- BO, invoicing, reports (forecasting)
- teamlead of BO
- i can do things very fast
- finally in the office
- corplifting team

- Let's boost MKT together
- 4 more case studies
- lets improve the web

- company what is focused
- TOP4 companies in CZ, we have no managers, you talk to engineers
- bullshit free communication
- you have masters, gurus here, they are connected to business
- we don't want unesesense, only for cash, not at all, we want success of the app we are developing
- don't go with communication "we are the best" as STRV, main thing, it doesn't work, be humble

- culture things, but I am not sure, if everything is like it is presented
- we should present ourselves by our job -> they did it great!
- advertisement on social media, no billboards
- Fedus, its old add but we still, maybe stil old in HR

- faith (důvěra) towards customers, straightforwardness
- we talk truth and we can deny jobs

- we are presented by clients
- presentation is not optimal right now,
- new project, but not 100%, we still should present it 100% not half-way
- we should not present by something we don't do, but benefits are here

- self-presentation, create personality of experts from gurus
- Vrata is talking a lot, gurus speaks very smallv. whew can speak

- we dont want steal from clients, do not push them into our profit, we take care about our customers
- we are flexible, many people are willing to work hard
- we are open to discussion with client, about anything
- imporant to know for client, who is working on project
- its hard for client if someone quit Applifting and client is sad because it is connection between client

- no business process
 - something what you have in process
 - balance business and hiring people
 - fintech (for enterprise) because of huge knowhow
 - modernization of old systems
 - app development and validation, sometimes
 - people are coming back from us because they know, that we are experts
 - create a trust
- people are here but they are not providing huge value, maybe because of culture? we are not firing people and its hard fire people
 - if we want to move, we need to cut hard
 - you are free, but reliable, even in administrative stuff, they don't have "time" to do administrative shit, e.g. signing agreements, we are very bad in that
 - we are not sharp towards customer, there is no push back
 - PTC - proton therapy center, people bullshit, we said that, and now we have to terminate it, but we should do that before
 - no evidence to reach out new people, check of ..
 - for those who pay
 - for those where the deal make sense, not if they are motherfuckers
 - making small jobs is fine
 - we need more corporate businesses

- B2B performance is nowhere!
- we are young to build MKT n00bs :)

- show to MKT, what is important
- create assignment for MKT
- this topic is important !!!
- Kubo, this is really shit, no-ego, be straightforward!
- administrative stuff, agreements, SOWs
- connection towards clients and Business Support department
- making sure, that there is everything done (signatures, dates, payments,...)
- close cooperation with business support (invoicing)

- non-sense assignments
- toxic atmosphere in marketing because of non-sense needs
- more stuff for business support (urging from BS to BD)
- no urging as we are doing that to gurus
- be on time!!!!
- not changing everything all to the time -> občas jsou lidi zmatkáři
- not open to discussion, nadřazenost

Is there is sales process here? ---- look at like that, there is no sales process here

What do you think about how we define roles from guru and BDs, who will be the one who is giving orders to BS ?

- people, that are completely "sales" guys, hope they will be experts, that know, what to sell
- defined, what we expect and back check, what happend, retrospective after few monts, cut it or not
- how to do profit shares newly towards BD and

- Feel free to boost it, I don't know.

- 5-6k support for all social networks, its too small

-

Tomáš Klíma
Developer

Michal Svěrák
Developer

David Čáp
Developer

	Network	LN	Kontakt	Osobní doporučení
Martin Srb	Musí o sobě dávat vědt nepřimo a přímo. Přimo nesmí přehánět, jinak by lidi sral. Máme content, podcasty.	Personalizovaný emaily pro různý firmy třeba v Německu, nastudoval jsem si co ty firmy dělají a úplně nulový success.	Musí být osobní kontakat, jinak je to těžký.	I přes tohle z toho žádný kšeft nebyl.
Nikolay	Networkingové akce kde jsou CTO a CEO role. Hlavně Deloitte. Agilní meetupy, at.d	Webináře, články, ... cold contacting. Malý úspěch.	S Butter CMS jsem od nich odebírali služby a pak jsme se skamarádili. Safedix - oni řeší železo. fyzický hardware. Edenred - byli nasrani na dodavatele mobilní appky.	Friend, family and fools.

Jan Hauser	<p>Zvednout prdel a jít na akci. Zjistíš, že jste z oboru. Pak se ožerete se intro call, střílizivě popovídáte tom co jste si řekli. A zjistíte, zda tam je nějaký potenciál ke spolupráci.</p> <p>Hlavně eventy!!!</p> <p>Vlastní síť, kult osobnosti!</p> <p>Osobně je výrazně lepší, se vidět.</p> <p>Pak se jim z toho blbě utíká, protože do toho už něco investovali.</p> <p>Na itro, discovery, chodit ve dvou.</p>	<p>Požádám o connection s note, 15 minut na kafe, lidi z business, kterému rozumíme. Pitchnou něco, čím jsme spešl. Mention hybrid mode. 15 minut na call. Po přidání hned, hubspot, calendly, přidej si mě.</p> <p>Za rok si mě přidalo kolem 20%, ale droplo to s tím, kdo komunikoval dál. Bylo z toho pár konverzací, ale konverze na deal je za 1 rok.</p>
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Jan Minárik	<p>Mám dlouhodobé vztahy s lidma. Na volné noze jsem od 2001, dělal jsem jako freelancer. Dal jsem radu. Stream malých zakázek, leadů, někdy z toho něco je.</p> <p>Hodně jsem angažovaný v technický komunitě, přednášel sem tam a mluvil jsem s vývojářema. Jinak se tě lidi ani nevšimnou. Někdy i produktový meetupy, produktová práce, inovace, řízení týmů. I když jsem tam neměl přednášku, tak technický přesah otevíral zajímavé konverzace.</p> <p>Partnerství s firmama, které nemohli dělat velké zakázky.</p> <p>Aktuálně jsem využíval leadů, které přivedl někdo jiný. Naši klienti náš někde doporučili jinde.</p>	<p>Nepoužívám, nic jsem nedosáhnul</p>
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Z čeho byl kšeft	Ze spousty toho nic nebylo	Jak dlouho	Specifika	Nabídky
Bud' za náma přišli sami nebo jsem se potkal s týpkem DHL, páč jsem tam pracoval a zrovna se to potkalo, že vyráběl vlastní startup. Chci, aby nás někde doporučovali, ale nic z toho není.	PTC, Peg group, třeba malý workshopy, za který zaplatili, ale docela málo z toho bylo, vzhledem k tomu, kolik jsme tomu věnovali času	3 měsíce, když to jde dobře. Ale spíš to jde dlouho,	Nebaví mě projekty na bodyshop. A je to jednoduchý prodat, ale lidi tam jsou nešťastný. S klientama, kde se dlouho známe. Added value zákazníci nevidí!!!!	Dej mi odhad na můj nápad. upně typický, přes mvp do škálovací fáze. iterovat, cíle, ověření user reviews, klikatelný prototyp, ... ukazujeme cestu, aby to bylo hezkejšná Někdy dáme Aspironem 3 workshopy
A pak už toho moc nebylo.				
Erste je náš dlouholetý zákazník. Pak byli nějací, co přišli sami, přes nějakou referenci a já šel na první meeting, a tak jsem to drivoval.				
Dohození přes Erste. Hlavně mě podporují partneři, safedix, koupil je foxconn. Butter CMS, prostě partneři, kteří dohazují kšefty.		Může to být až dva roky buying cycle. Jsou i výjimky FTMO a začali jsme do týdne, věděli z referencí.	Velmi se mi vyplatilo, že necházíme pro ně dodavatele třetích stran. Třeba CMSko. Máme partnera Consentus, všichni stařici, ale byli jsme drazí.	Vytváříme odpovědi na RFPčka zdarma. Pokud nejsi Deloitte :D Už neděláme veřejná RFPčka.
Webináře, z toho třeba vypadnul Alan Pock, CEO investownu.				
Některé startupy, které mají nápad, ale nemají prachy.			Naším problémem je long buying cycle.	
Konzultace zdarma, dám ti vědět. Nebo odkážu.			Reputace je důležitá.	

1 kšeft warm intro od našeho mentora. Po keč, intro.

Karel měl kontakt, warm intro, deal.

Ind, online konference, quick chat na konferenci. Z 1 eventu jsem měl 5 leadů, jeden podepsaný. zatím malý.

Konzultanti přes mkt komunikaci, měli nás rádi, tak nám dohazovali kšefty. Nikdy jsme se nedohodli přes prachy, protože jsme byli nejčastější blocker.

Desítky, krachlo to na penězích. Nejlepší co maj, ale je to drahý.

Networking na akci.

Od týdnů po měsíce :)

Třeba crowd funding, nefungovalo. Vlastní síť, docela fajn.

Lepší je na introduction nic připravěho, poslouchat, a vnímat, kam konverzace spěje. Když se někdo netváří, tak zastavit.

Vnímat lidi. Být schopný reagovat na to, co říkají. Být senzibil.

Když je něco mikro deal, tak do toho nevěnuj čas tolik, když to je velký deal, investuj hodně.

Sexy slidy, business plán, prototyp, co dělali jiy společností, market research.

Omezit to na kostru a pak máš různé parts, který vyplňuješ. Třeba client understanding, general proposition, a technický části by měli vyplňovat gurus. pak roadmapa. Dá se to zobecnit a přepoužívat.

Námluvy, které mohou trvat dlouho, namají to připravený, atd. potřebujete peníze na další pivot. - 9 - 10 týdnů. Malý startup.

My moc nevíme, koho chceme za zákazníky. Asi bychom chtěli střední firmy, které chtějí inovovat, než startupy. Ideálně rozšířit služby stávajících firem, třeba portál, nová služba at.

Někdy je správnou odpovědí, poslat klienta pryč a trvat na svém. Tedy malé MVP a iterace. A díky tomu ho později získat.

Vždycky vysvětlujeme produktou práci, MVP, pak hybridní týmy.

Je to hodně o mluvení, nevěřím tomu, že pitche někdo čte. Nepoužívám ani PPT nabídky. Nelíbí se mi, že tam mluvíme o sobě.

Já si vybral firmu, která se ptala, jak řešíme problémy, ne tu, která říkala, jak je boží.

Víc o tom, co dostane.

Většina projektů je v hodinovce, agilní vývoj. Dáváme dva týdny záruku kvality, a pak se mohou rozhodnout, a mohou to ukončit.

Úspěšnost

Za dva roky
10% možná. 3
prdele RFPček
se posílalo.

Pokud za náma
někdo přijde,
máme
obrovskou
zkušenost.

Trochu qualified
lead. Někdy se
stává že se ptá
na hodinovku,
máme
úspěšnost 80%.

Pokec ohledně BD

Ahoj Radku! Zajímá mě tvůj pohled na to, jak aktuálně řešíme sales, jak si stojíme oproti konkurenci, jací klienti a kšefty nás baví, jak by ti nový kolega z business development týmu mohl pomoci v tvé práci, co nám jde a kde bychom se mohli zlepšit. Výstup z našeho rozhovoru pak použiju při tvorbě procesů, job descriptions a responsibilities. Rád bych nový tým při vytváření začlenil do Appliftingu tak, aby sednul do naší kultury a tvé názory mi k tomu velmi pomohou. Budu se