

Generating and Growing Sales in the US Market

Ari Gorlin
Sales Consultant
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Agenda

- How to Find Customers
- Tips in Selling to Americans
- Am I Ready for Boots on the Ground
- Managing a Remote Team

How to Find Customers

- Network and Referrals
- Social Media
- Learn from Competition
- Partnerships
- Tradeshows

Tips in Selling to Americans

- Use Referrals
- Discuss benefits not features
- Articulate your offering succinctly
- Don't hide your Israeliness – wear it proudly
- Don't confuse politeness with readiness to buy
- Be aggressive in your follow up – in a non-chutzpahdik way

Am I Ready for Boots on the Ground?



Managing a Remote Team

Two-Way Transparency

- Outbound – Training
- Inbound – CRM Discipline

Overcommunicate

- Context, context, context
- Visit regularly
- Speak to incessantly
- Make them feel part of team
- East Coast easier than West Coast

Results vs. Stories

- 90 Days

Thank You
