



B2B Marketing & Sales Day

by Project A

1. Opening by Rainer Berak
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3. COMTRAVO - Using LinkedIn for Lead Generation by Michael Riegel
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5. Project A - Light at the end of the funnel - Data-Driven B2B Marketing by Ole Bossdorf
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B2B Marketing & Sales Day
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Schedule

Location

WRAP-UP

B2B Marketing & Sales Day **by Project A**

4th April 2019, Berlin

[#B2BMarketingSalesDay](#)

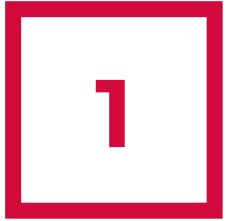
WRAP-UP

**Master the challenges of today,
tackle the ones of tomorrow.**

Project A

Memorable quotes

B2B Marketing & Sales Day 2019



Our portfolio increasingly shifts to B2B companies, which had a **serious impact on our organization:** Today we are capable of operationally supporting B2B companies in all relevant areas.

– Rainer Berak (COO & Managing Director, **Project A**)

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Define your **Leading Indicator for Customer Success (LICS)** as long-term contracts make it hard to apply LTV and focusing on revenue would result in scaling too early.

– Simon Lorenz (Founder, **Klara**)

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The main goal of **personal branding** is **building trust**, but don't make your efforts too obvious: it's only authentic if you are confident with it and have a genuine story to tell.

– Pia Frey (Co-Founder, **Opinary**)

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For personal branding organic reach on LinkedIn is still surprisingly high, but we also **boost our podcast participations** there with budget and dedicated landing pages.

– Manuel Hinz (Founder, **Crossengage**)

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As a VC our challenge is to **become an institution** as opposed to a personified company, which is why we do a Project A podcast - not a Florian Heinemann one, even if it might show more immediate results.

– Florian Heinemann (Founding Partner, **Project A**)

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Linkedin allows for extremely high precision in targeting decision makers. Thanks to **systematic optimization of our activities**, it is in fact our most scalable lead generation channel today.

– Michael Riegel (Founder, Comtravo)

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Our sales playbook is a pentagon of best practices evolving around product, process, productivity, passion & people. People are key in this, **make sure to hire for attitude and train for skills.**

– Anders Mayntzhusen (CCO, **Dixa**)

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In sales like in life don't show the customer your awesome demo too early. If you want to get laid, **first understand your target's situation and get their consent to continue** – otherwise you're wasting your own time.

– Anders Mayntzhusen (CCO, **Dixa**)

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Building the fundament for measurability is an underestimated **organizational challenge**. On the tech side out-of-the-box solutions are fine, but when complexity increases don't stall your data infrastructure decision for too long.

– Ole Bossdorf (Head of BI, **Project A**)

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With long sales cycles in B2B identifying the actual decision maker can be hard. Instead of figuring out the **who**, we mapped the decision process based on our best guess and asked: **How** is it being made?

– Julian Fornoff (CMO, **store2be**)

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Marketing generating leads and sales converting them is inefficient silo-thinking with a natural drop-off point. We moved to **one joint budget and reporting** for Marketing & Sales and can only recommend it.

– Corinne Herberg & Andres Tapia (Marketing & Sales, **Project A**)

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On 27/09 we host our next **Project A knowledge Conference** in Berlin – save the date for more insights into B2B Marketing & Sales. Registrations and applications for Wildcards start next week.

– Philipp Werner (CMO, **Project A**)