

Sales and Marketing Consulting for Top-Line Growth

Jeff Scroggin has worked with established industry leaders as well as mid-size and early stage clients to help them successfully grow revenues. He has experience ranging from traditional enterprise software through to the latest opportunities for new software business models such as open source and software as a service. His focus is simple: to help you find customers and close deals. Jeff has worked with executive management teams to align sales and marketing strategies for measurable results. With over eighteen years experience selling and marketing software solutions, Jeff Scroggin can help you:

- **Build Competitive Advantage** Position your product to win the business based on your strengths over the competition.
- **Grow the Sales Pipeline** Improve the potential of your pipeline, increase your close ratio, and reduce your time to close for qualified opportunities.
- **Improve Sales Margins** Develop your ability to win deals according to value, and not price, by solving your customer's business requirements.
- **Manage Your Installed Base for Growth** Leverage your sales channel and your existing customer base with solutions that leverage and enhance your share of mind with customers.

Experience that Delivers Success

Jeff Scroggin Consulting will work with your company to develop fully integrated sales and marketing programs that translate to top line revenue growth. Jeff has experience in the full marketing lifecycle including opportunity/market analysis, market segmentation, product/solution definition, positioning/messaging, channel strategy, and sales engagement. Here are some examples of assignments he has managed successfully for his clients:

Market Segmentation and Strategy

Assisted in raising over \$6M in venture capital funding by developing and implementing strategy for a family of software products. Subsequently delivered a family of successful products for the server, mobile, and device markets.

Competitive Analysis and Positioning

Increased win rate by over 50% by enabling a rapidly growing sales force to communicate product strengths clearly and effectively. Developed programs focusing on competitive advantage and establishing market leader position.

Sales Enablement

Achieved over \$60M of incremental revenue opportunity as a result of comprehensive field roll out for new product offering. Managed launch to global field organization and alliance community through effective tools and training.

Sales Strategy and Programs

Assisted global geographies to achieve or exceed quota through a set of widely-adopted sales tools. Worked with regional sales management to identify and develop opportunities, resulting in actionable programs to achieve plan.

Vertical Marketing

Increased leads by 400% within target vertical market. Led industry analysis to identify target customers and channel partners. Developed direct mail, telemarketing, and seminar campaigns to deliver qualified leads to the sales force.

Sales-Ready Marketing: Optimizing Sales and Marketing Effectiveness

Jeff Scroggin brings a methodology for "sales-ready marketing" that aligns sales and marketing efforts to achieve optimum success. This methodology focuses on developing integrated strategies and programs across marketing and sales, from product definition through closing the deal. Sales-ready marketing brings focus to the activities that will help drive business to meet your revenue goals today while aligning for new opportunities in the future.

Having worked with established industry players as well as new market entrants, Jeff can help you develop an effective sales and marketing strategy along with the associated programs to achieve your revenue goals. He has worked successfully with clients to bridge the gap between developing a compelling product and delivering the strategies, programs, and tools to the channel and sales force that will help them find customers and close contracts.

Jeff has developed his methodology based on extensive experience from senior assignments in product management, field marketing, alliances, and sales. He measures his success by helping clients achieve their revenue targets.

What Clients Are Saying

"Jeff helped us refine our positioning and messaging to grow our customer base and close new clients faster."

Craig Elias, CEO and Founder of InnerSell

"Jeff worked with us closely to develop a successful channel strategy for our business. With his help, we were able to sign our first major reseller agreement that allowed us to grow sales globally and reach new customers."

Andrew Kalman, President of Pumpkin, Inc.

"Jeff has done a terrific job to implement an effective sales and marketing program based on our company's open source community, its lead generation, and inside sales approach, to quickly make our solution the most widely respected embeddable Java and .NET database. Thanks!"

Christof Wittig, President and CEO of db4objects, Inc.

About Jeff Scroggin

Jeff has over eighteen years of experience in sales and marketing commercial software solutions for industry leaders such as Oracle and Aspect Communications, as well as several mid-size and startup companies. His clients include VMware (virtualization), db4objects (database), CardSoft (security), BMMsoft (business intelligence), and InnerSell (web community)

Jeff brings a unique combination of experience across the sales and marketing lifecycle, having held senior assignments in product management, product marketing, field marketing, alliances, and sales. He understands how to develop and implement an integrated sales and marketing strategy to achieve top line results.

Jeff earned his undergraduate degree in engineering at Stanford University where he was nominated a member of Phi Beta Kappa. Jeff received an MBA from the MIT Sloan School of Management.