

POST INNOVATION DILEMMA

WHAT FIRST: SALES OR MARKETING



S1 FOR STRATEGY

How Verio grew its average deal value from £400 per month to £4k per month?



S2 FOR SCALABILITY

How Data Center Technologies build a \$150M business for Symantec?

A red marker is shown in the upper right corner, having just finished drawing the word "NO!" in a thick, hand-drawn red font on a white background. The exclamation point is a simple vertical line with a small dot below it.

S3 FOR SITUATION

Why Augeo Software went into SaaS with Planzone.com and didn't want sales?



S4 FOR STRESS

How Mobiya was overspending on sales due to startup stress?



S5 FOR STAGE

**The difference between early stage and late stage companies:
pre- and post revenue?**



S6 FOR STAKEHOLDERS

What are the interests of shareholders, board members and management teams?



S7 FOR SUSTAINABILITY

Why marketing needs to explain that there is a market,
while investors' only belief is sales?



S8 FOR SPIN

In summary: tell stories, find heroes, do demo's!

You tell me: is this sales or marketing?



S9 FOR SOLUTION

Why the only important focus is to understand who your target customer is, what your value proposition is about and why people buy; rather than just start selling immediately

Sacha Vekeman you

Entrepreneur. Strategist. Advisor.

Gent Area, Belgium | Internet



Sacha Vekeman presenting at The Fifth Conference today. Subject is "Post Innovation Dilemma. What is First: Marketing or Sales?"

4 minutes ago • Like • Comment • See all activity

Current

- **Product Strategist** at [Planzone.com](#)
- **Corporate Development** at [Aserver.com](#)
- **Co-founder and VP Strategy** at [Mobiya.com](#)
- **Partner** at **24/7 Invest & Ventures**

[see less...](#)

Past

- **Mobile Strategy Advisor** at **BA**
- **Director, Marketing & Strategic Alliances** at **NTT Communications (Verio Europe)**
- **Sponsorship Director NTT Europe** at **UEFA EURO 2004**

[see all...](#)

Education

- **Vlerick Leuven-Gent Management School**
- **Hogeschool Gent**
- **Universiteit Gent**

[see all...](#)

Recommendations 14 people have recommended Sacha

Connections 500+ connections

Websites • [My Company](#)

➔ [Add Sacha to your network](#)

➔ [Forward this profile to a connection](#)



About The Fifth Conference

The Fifth Conference is an innovation platform for people who like to think. We publish a journal, host events and make this website. [Read more...](#)

About the journal



Sacha's Activity

[edit](#)

Sacha Vekeman presenting at The Fifth Conference today. Subject is "Post Innovation Dilemma. What is First: Marketing or Sales?"

4 minutes ago • Like • Comment

Sacha Vekeman joined the group **Participants The Fifth Conference**

22 hours ago • [Find a group for you](#)

S10 FOR SACHA VEKEMAN

Not to forget myself! Specialty = creating sustainable value propositions

S10 MODEL to decide what you need first: sales or marketing

S1 Strategy

S2 Scalability

S3 Situation

S4 Stress

S5 Stage

S6 Stakeholders

S7 Sustainability

S8 Spin

S9 Solution



S10 Sacha Vekeman

✉ sacha@mobiya.com

☎ **+32 499 504050**

WHAT MY PROFESSOR MARKETING SAID IN 1994

**“IF YOU HAVE GOOD
MARKETING, YOU
DON'T NEED SALES”**



WHAT FORTUNE MAGAZINE WROTE JUNE 14, 2010

**“WITHIN THE CURRENT
ECONOMY CEO’S WANT
CIO’S TO HELP WITH
MARKETING & SALES”**



SACHA@VEKEMAN.NET | +32 499 504050

THANKS!