



fortumo

mobile payments

Sales at Fortumo in 2017

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About Fortumo

Leading provider of **user acquisition, retention and carrier billing solutions**

Global coverage in 100+ countries with over 350 carriers

Over 150,000 merchants signed up

Investment from Intel Capital in February 2013

Core focus: mobile operators & merchants

Products:

DCB platform & analytics

Messaging & 2FA

Bundling



Scalable solutions without additional overhead

Payments platform

Merchant



- 100+ markets, one integration
- Acquisition, payments and retention solutions
- Expert advice from dedicated specialists team
- Constant platform development
- Risk, fraud and refund management
- Integration and end-user support
- Real-time reporting and analytics



Sales flow & lead generation



Inbound

Events

Research and prospection (outbound leads)

Inbound leads

Sources and flows:

- Self-service, Account creation
- Organic (e-mails, forms on website, SEO, etc.)
- Word of mouth and intros
- Content marketing

Outbound sales

Stages:

1. Selection of markets and segments and related validation
2. Prospection stage
3. Defining the top targets (that WE want), companies, by priority level
4. Finding the right contacts within the target companies
5. Contacting the targets
6. Building trust and relationship
7. Commercial discussion
8. Agreement negotiation
9. Project management & delivery phase
10. Integration
11. Launch & after-sale phases
12. Account Management

Focus of sales: “short tail” merchants



Types of leads

Evaluate & focus on the customers **WE** want

- Small merchants:
 - Mostly inbound
 - Short sales cycle
 - Uncertain revenue
- **Big merchants:**
 - **Mostly outbound**
 - **Long sales cycles**
 - **Sustainable revenue and brand value**

Focus



B2B sales

Classic B2B sales process:

- Shelf product, ready made sold by one salesperson

Financial and technology B2B sales process:

- Very educated and knowledgeable leads
- Sales stages managed by different, specialized roles
- Project drive approach, non-BD functions heavily involved as well
- Market competition
- Incremental value for leads to be constantly proven
- Fast changes and evolution in the market, constantly new trends appearing and to be caught (and **anticipated**)
- **Technical and consultative sales process**

Lead generation challenges

- Find an healthy balance between
 - Quality of leads & quantity of leads
- Constant flow of new leads in pipeline
- Leads progressing fast between stages

Lead generation challenges

- To offer and to show in a few minutes call or in a short e-mail the value we can provide to the lead or the pain we can solve
- To find the right stakeholder in the organization
- To find contacts in general

Goal: the message and the proposed value need to reach the target

What if targets ignore you?

- Remain visible (i.e. automated and smart nurturing processes)
- Leverage your existing partners
- Provide value to them
 - Data
 - Market insights
 - Suggestions for improvements

Building trust and partnership

Prove your knowledge and targets:

- Creating a partnership
- Building trust and not just a relation
- Proving our expertise in our field
- Help the partner (lead)



Tools and how technology can help – more results with less efforts

- CRM, Pipedrive
- Analytics and data tools, SimilarWeb, Alexa, AppAnnie
- E-mail hunting tools
- E-mail tools for automated processes, Mailchimp
- Media monitoring, Mention

Delivery phase

Project Management & Managing complexity

- Relation and management of the customers

But also

- Required to manage internal relations and deliveries
 - Internal preparation
 - Suppliers and other partners
 - Respect ETAs and timelines for planned deliveries

PROJECT MANAGEMENT!

Dilemma

Especially for smaller companies / start-ups in IT

- Should you start selling when you have a fully ready, tested and bullet-proof product? Or...
- When you have an MVP and you plan to iterate improvements based on your pilot customers? Or...
- When you don't have yet a product and you will create if you see interest from the market?



Q & A

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