

Maximizing Opportunities for Success for the Start-Up and Early-Stage Vendor

Bridge Technology Group

- Adopts and executes proven go-to-market sales strategies Expedites 'early-adopter' identification and capture
- Leverages proven prospecting, qualification, and capture methodologies
- Vets marketing, sales, and product strategy with target markets
- Develops and executes channel strategy
- Drastically reduces burn rates and cost of sales

Bridge Technology Group

245 Park Avenue
New York, NY 10167
www.btg-nyc.com

Email: info@btg-nyc.com
Phone: 646.326.3565

Hard Cost Breakdown for Direct Field Sales

- Base Salary (major market \$115K - 125K)
 - Recruiting - Interviews, travel, Recruiter's Fee (20%+) = \$25K - 30K minimally
 - Non-Recoverable Ramp Draw (\$25K - 35K minimally)
 - Benefits (35%) = \$40K - 45K
- \$210K - \$230K first year-
\$145K capital outlay in the first six months**

Soft costs are additional 10-12%
Sales Commissions not included

Flexible Engagement Options

At **Bridge Technology Group (BTG)**, our capabilities encompass business development, direct sales representation, field marketing and sales and channel management, customized to the needs of our early-stage client. Our engagements are typically retained for quarterly terms with a minimum timeframe of two quarters. In addition, **BTG** offers short term services around specific needs related to the above practice areas including key prospect introductions, scheduling meetings with key stakeholders, field marketing (targeted email marketing and tracking, regional webinars & events), and direct hire recruitment, screening, and transition from BTG engagement to direct hire (when appropriate).

Direct hire turnover can approach 60%+ in sales and business development within the first two years of company and product launch when resources are hired on too early in your organization's product development, market positioning and overall growth curves. Base hard costs of a key market sales rep. or director are \$230K-300K in the first year before any deals are closed and revenue generated; - commissions are additional. (see [hard cost breakdown below left](#)) For California-based companies and others outside the northeast, travel expenses alone justify retaining a localized, capable resource—particularly in NYC.

BTG provides professional, start-up veteran business development, sales, and field marketing capabilities to your emerging company at a fraction of the cost of headcount expansion alternatives. Our fees are based on a combination of quarterly retainer, sales commissions, and other pay-for-performance metrics (i.e. qualified meetings, POCs, etc.) where applicable depending on the current stage of your enterprise product (Beta, GA, new to market, new version etc.) and anticipated sales cycles. Seed stage organizations can engage BTG to vet out product direction with key prospects prior to Beta or GA development commitments.

" ...This would allow the company to fine-tune the product or service (feature set, ease of use, integration needs, etc.); to hone its sales and marketing processes and to learn from customers about positioning, promotion and pricing, all before deploying a large and expensive sales force..."

- Mark Leslie, former CEO & Chairman at Veritas; from "The Sales Learning Curve"



"...A quick overview over coffee at Grand Central in 30 minutes? ...No problem. I will meet you at Oren's by the Lexington Passage...see you then!"