



The BOT Alternative

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Finding, Recruiting and Hiring a new VP of Sales and/or Marketing can be a time-consuming, tedious and expensive process, with a high degree of risk in terms of achieving a productive and lasting result. There is another option: The BOT Alternative.

No, not a Robot or Android. BOT, too, is a process: **Build, Operate, and Transfer.**

As the old saying goes: There are three distinct kinds of managers needed in the lifecycle of a company – **Risk-Takers, Caretakers, and Undertakers.**

- The Risk-Takers build companies. They are the visionaries and the true catalysts of progress.
- The Caretakers are the administrators, the overseers and operational managers who keep the trains running on time.
- The Undertakers are the demolition crews who comes into a dying company to salvage and sell off any viable pieces and then burn the remains.

Rarely, if ever, are the three functions found in the same person.

When it comes to sales and marketing leaders, presumably in a company that doesn't require the Undertaker – what are you *really* looking for, a Risk-Taker or a Caretaker?

The Risk-Taker is probably what you need if you are just starting your sales and marketing activities, or if you are looking to take it to the next level or in a new direction. But if you just need someone to provide continuity and oversight, then get a Caretaker.

Truly talented and gifted Risk-Takers can be very hard to find and even harder to keep long-term. Caretakers, on the other hand, are a dime a dozen, easy to find, and happy to sit behind a desk for you for as long as you pay them to



monitor reports and keep the machine oiled and turned on. Unfortunately, few Caretakers have the vision, instincts, imagination, and expertise to know how to build the sales and marketing machine that they serve to keep running.

And yet, for the company who really thinks they need the high-octane Risk-Taker, those genuine "Rainmakers," they face a formidable business development challenge. That's because top-talent Risk-Takers are expensive, if you can find a good one. Finding a good one can take months of recruiting time, often expensive recruiting fees, plus the hassle of going through endless resumes, screening and interviewing.

And when all is said and done, the person chosen still represents a risk to success until they prove themselves. As the stockbrokers say, "Past results do not guarantee future outcomes." What if they're just not a good fit, but you don't figure that out for a few months after they're on board and under contract – with a severance clause?

Or, more commonly, what happens after a year or two, when your talented sales leader has developed your sales team, crafted and implemented a strong marketing plan, built all the support infrastructure, filled a pipeline, and ramped revenues for you – and then he/she gets bored and is looking for a bigger challenge to



satisfy their Risk-Taking nature? Unless you have something bigger and better waiting for them, they usually are off to fight the next war and you end up hiring a Caretaker anyway to mind the store.

But you don't see any alternative. Do you? The building and/or growth work needs to be done, so you have to find a skilled leader to make it happen. Right? What else can you do? Is there an alternative course of action?

Yes there is. Indeed, there does exist more than one way to achieve the same end. It's called BOT.

What is BOT?

What if you realize that your sales and marketing building and development work isn't linear? That is, you recognize that developing a winning marketing plan and then taking it to market is harder on the front-end and requires specific skills and expertise to accomplish those specific tasks; whereas after it's all built and up and running, the administrative management of it isn't as difficult, and likely can be performed by someone without the initial development skills.

If so, then who says deliberately planning to have a highly skilled Risk-Taker in place for a specific window of time, i.e. until the foundation is laid and the marketing machine is humming along on all cylinders, and then transitioning all of it to a (probably much less expensive) Caretaker down the road – isn't a really great idea?

Obviously, the hitch in that notion is that few top sales and marketing leaders, the A-List Risk-Takers, are going to want to sign up for what they perceive to be a short-run opportunity, say six-months to a year. Does that then kill the idea? For senior executives looking for long-term, fulltime employment, probably so. That's where BOT comes in: Build, Operate, Transfer.

What if, instead, you could purchase all the skills and services of an entire marketing organization, as little or as much of it as you really need, for as little or as long as you need them, as a contracted professional service, provided by top industry experts – literally, some of those very same top sales and marketing leaders who are so difficult to find and hire?

If you're looking for a sales and marketing leader, it's likely because you're not happy with your current sales and marketing results. However, it's the improved *results* you really want, not just to add to your headcount (any more than you absolutely have to). Correct?

So if the actual result you really want can be obtained faster and more economically, isn't that worth consideration?

Availability of BOT

Immediate. No waiting to get started.

Cost

Less per month than the single executive you've been searching for.

BOT is available from JPE Inc. Consulting, who has helped numerous technology organization go to market and generate millions in new revenues.

Here's how it works:

Build

First and foremost, you must realize that in this business development model, you are in no way limited by the skills and

expertise of a single individual, but are being served by an entire team of experts, with depth of accomplishment in a broad set of marketing disciplines.

Step One is a thorough Gap Analysis and Capabilities and Maturity Assessment of exactly where you are in terms of your present sales and marketing abilities – defining "Point A."

Step Two is to define and refine your sales and marketing goals and objectives, both short-term in the next 12 months, and long-term over the next five years – defining "Point B."

Step Three is to craft a market penetration plan that moves your organization from Point A to



Point B. This marketing plan is inclusive of specific campaign planning, lead generation, sales development, as well as all the infrastructure, tools, and communications elements necessary to execute the plan.

Operate

We then put the plan into motion, launching, executing, and managing your lead generation and market penetration campaigns, providing sales training, mentoring, and coaching.

We help develop early adopter clients, references, case studies, and solution profiles.

We generate market visibility, both online and in traditional media, with analyst organizations, as well as support you in trade shows and special events.

The goal of BOT is to round out a complete operational sales and marketing program for you with full support infrastructure developed and in place.

Transfer

When you're happy that everything you need has been developed and is in place, then we turn it all over to your newly hired, easy to find, inexpensive Caretaker.

We then remain available to you as a resource on an as-needed/on-demand project basis for any future content creation, campaign planning and execution, consulting, training, or other miscellaneous needs you might have.

Availability

Immediate. No waiting to get started.

Cost

Less per month than the single executive you've been searching for.

Plus, with BOT there are no personnel benefits to provide, no vacations, no payroll/headcount increase, no HR burden, and all of it can be accounted for as an operational service or project expense.

So which alternative is more appealing? Your executive search? Or BOT?

If you are interested in learning more about BOT and all of the marketing services available from JPE Inc. Consulting, please contact us today at info@jpeincconsulting.com for a free initial consultation regarding your needs.

