



## Creating impact in the SME market: success & challenges

# Hi, I'm Reinhard.

I'm from a country that might win the World Cup.

- 10'** The Teamleader story
- 10'** Some fun stuff // impact
- 10'** Some tough things // challenges

# The **Teamleader** story.



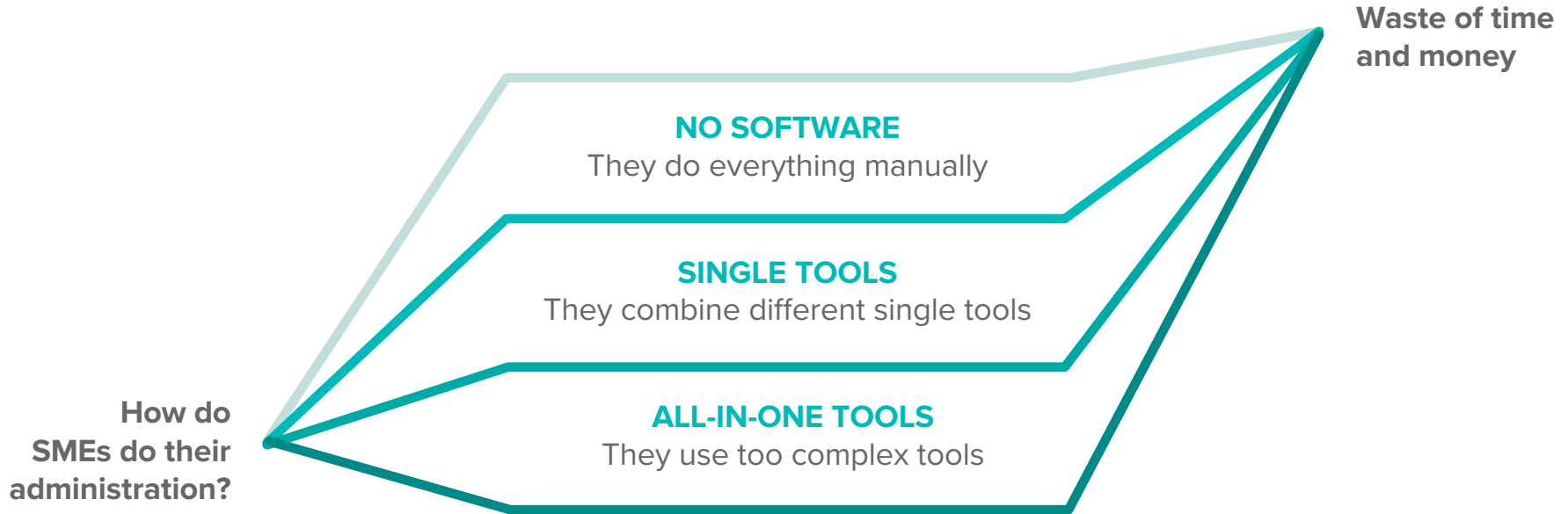
Teamleader

We believe that  
businesses should focus  
**on what matters most.**

Enable **micro SMEs**  
to work smarter.



# Pains we identified

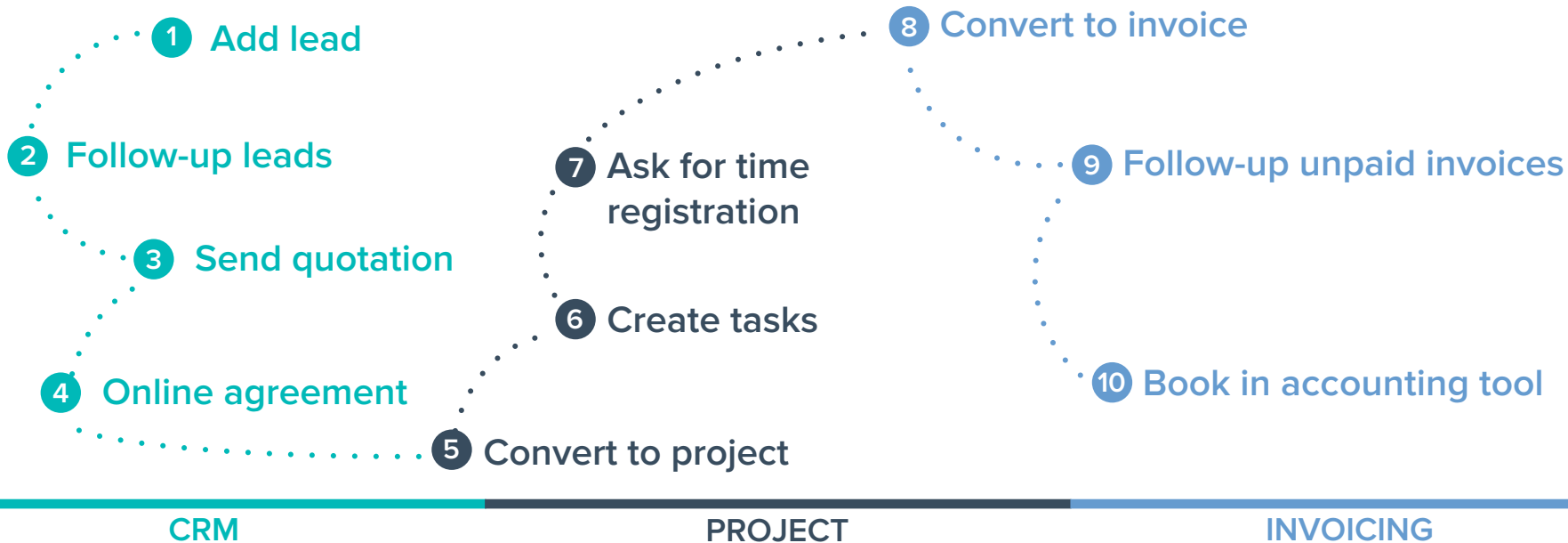


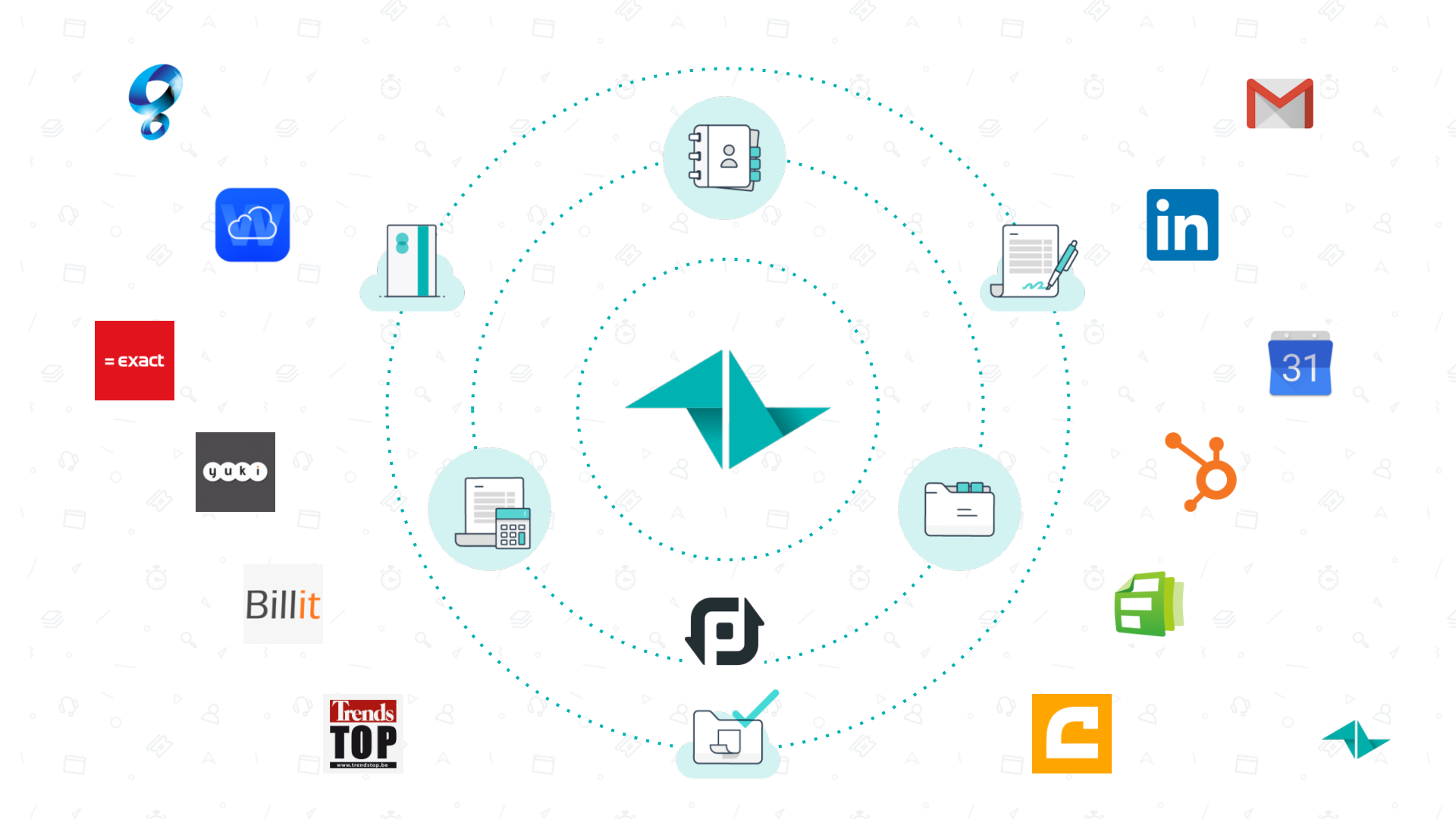
# A software solution that's...

- **INTUITIVE**
- **INTELLIGENT**
- **EASY-TO-USE**
- **AFFORDABLE**



# WORKFLOW





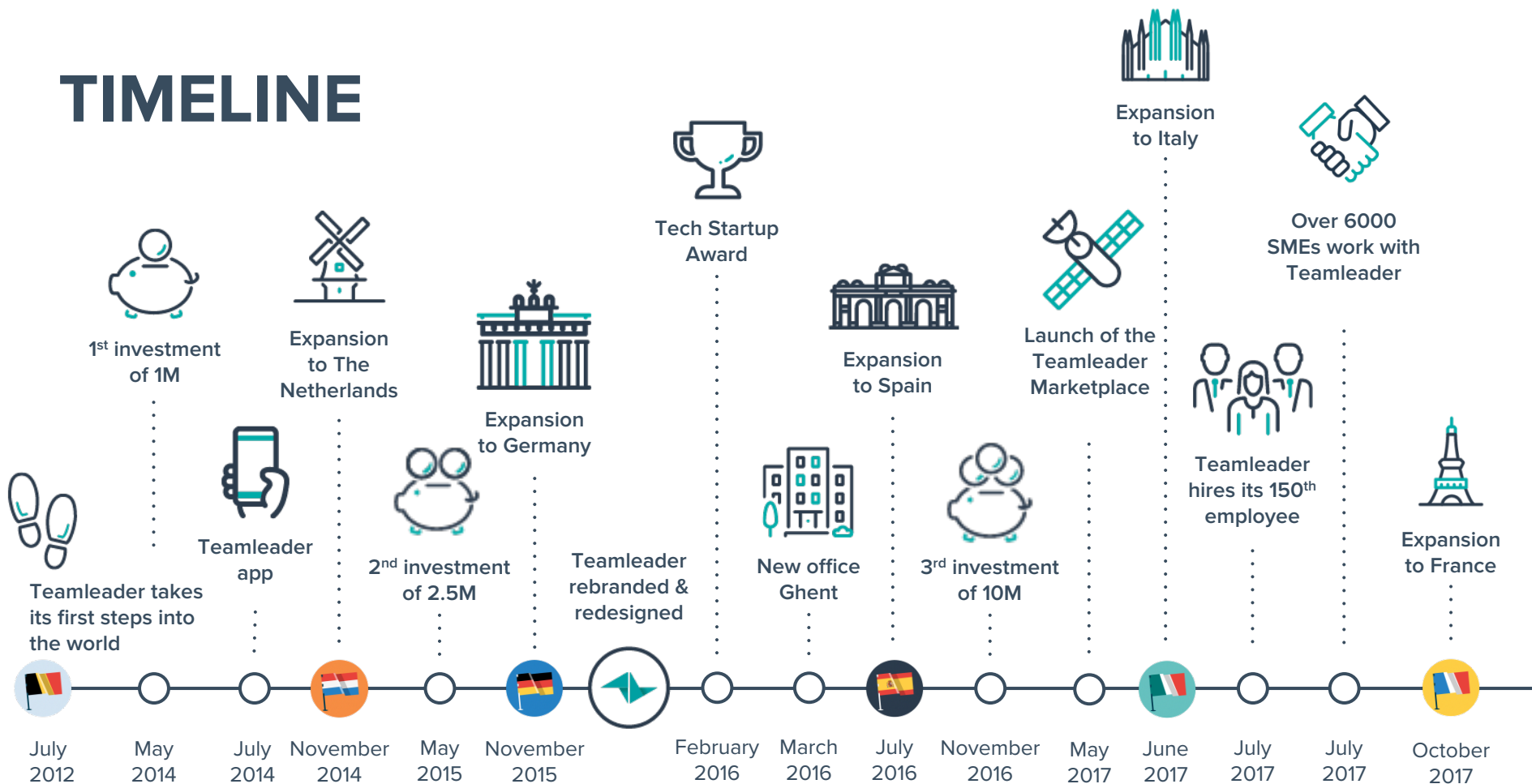


# Integration fund







€ 1 0 0 0 0 0 0 0



# TIMELINE



# EU MARKET LEADER

-  Belgium – Ghent
-  The Netherlands – Amsterdam
-  Germany – Berlin
-  Spain – Madrid
-  France – Paris
-  Italy – Milano



# 10' Cool stuff.

Things with impact.

**#1.**

**A scalable process as  
basis for everything**

# A SCALABLE CUSTOMER JOURNEY

MARKETING

SALES

CUSTOMER SUCCESS



# **#2. METRICS OBSESSION**

# Marketing impact = business impact

Lead intake too low

Not enough work for sales (now)

Cost per lead too high

Too expensive marketing (angry CFO)

MAC / CAC too high

No sustainable growth model

Churn too high

Product market fit?

ARPA too low

Attracted wrong customers

In our SaaS model, marketing results directly drive business impact



# #3. Sorry for the buzzword: ‘agile’

- You can really be **faster**, if you want
- **Open** the week – **close** the week
- Make your meetings 50% **shorter**
- Small teams, **monofocus**
- Short-term **goals**
- ‘**What is success** this week?’

## #4. Playbooks playbooks playbooks

- If something works, **scale it fast**
- **Document** obsessively
- Invest enough time in detailed **playbooks**
- **Share** across the teams / countries

# 10' TOUGH THINGS.

**#1. Question your  
key success factor.**

# A SCALABLE CUSTOMER JOURNEY

MARKETING

SALES

CUSTOMER SUCCESS



## #2. Building a hypergrowth team

**Closing thought.**



When in (acquisition) marketing mode,  
**don't forget your customers.**

Put them first, visit them, invite them,  
talk to them, understand them.

Teamleader 

HERO!

program



**QUESTIONS? SHOOT.**

# DONE!

THANKS FOR THE ATTENTION.