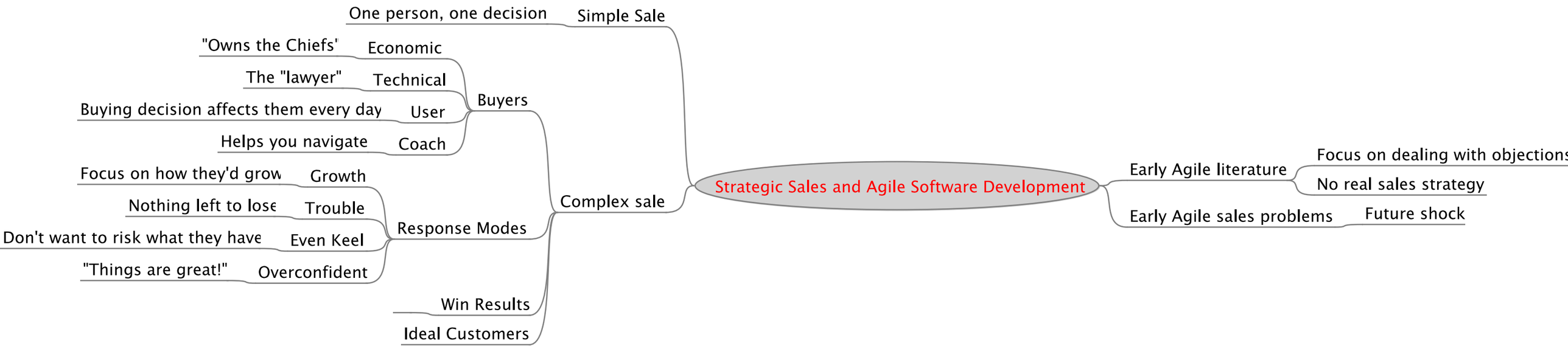
Strategic Sales and Agile Software Development
Simple Sale
One person, one decision
Complex sale
Buyers
Economic
"Owns the Chiefs'
Technical
The "lawyer"
User
Buying decision affects them every day
Coach
Helps you navigate
Response Modes
Growth
Focus on how they'd grow
Trouble
Nothing left to lose
Even Keel
Don't want to risk what they have
Overconfident
"Things are great!"
Win Results
Ideal Customers
Early Agile literature
Focus on dealing with objections
No real sales strategy
Early Agile sales problems
Future shock