

All about CXO Mastermind

THE IDEA BEHIND THE WORKSHOP

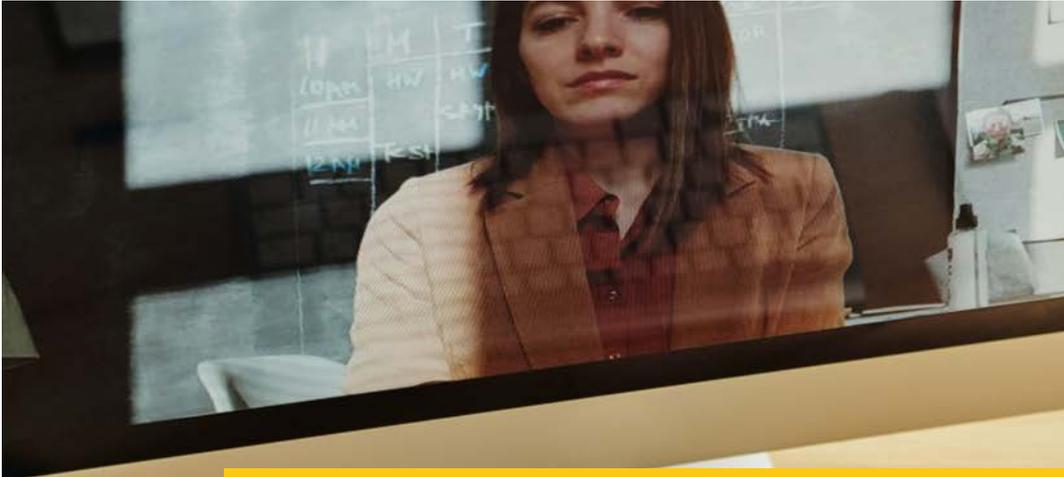
NESSIE
research lab



INTERVIEW WITH
JUSTYNA GEBERT
AGATA MAROŃ

of Nessie Research Lab

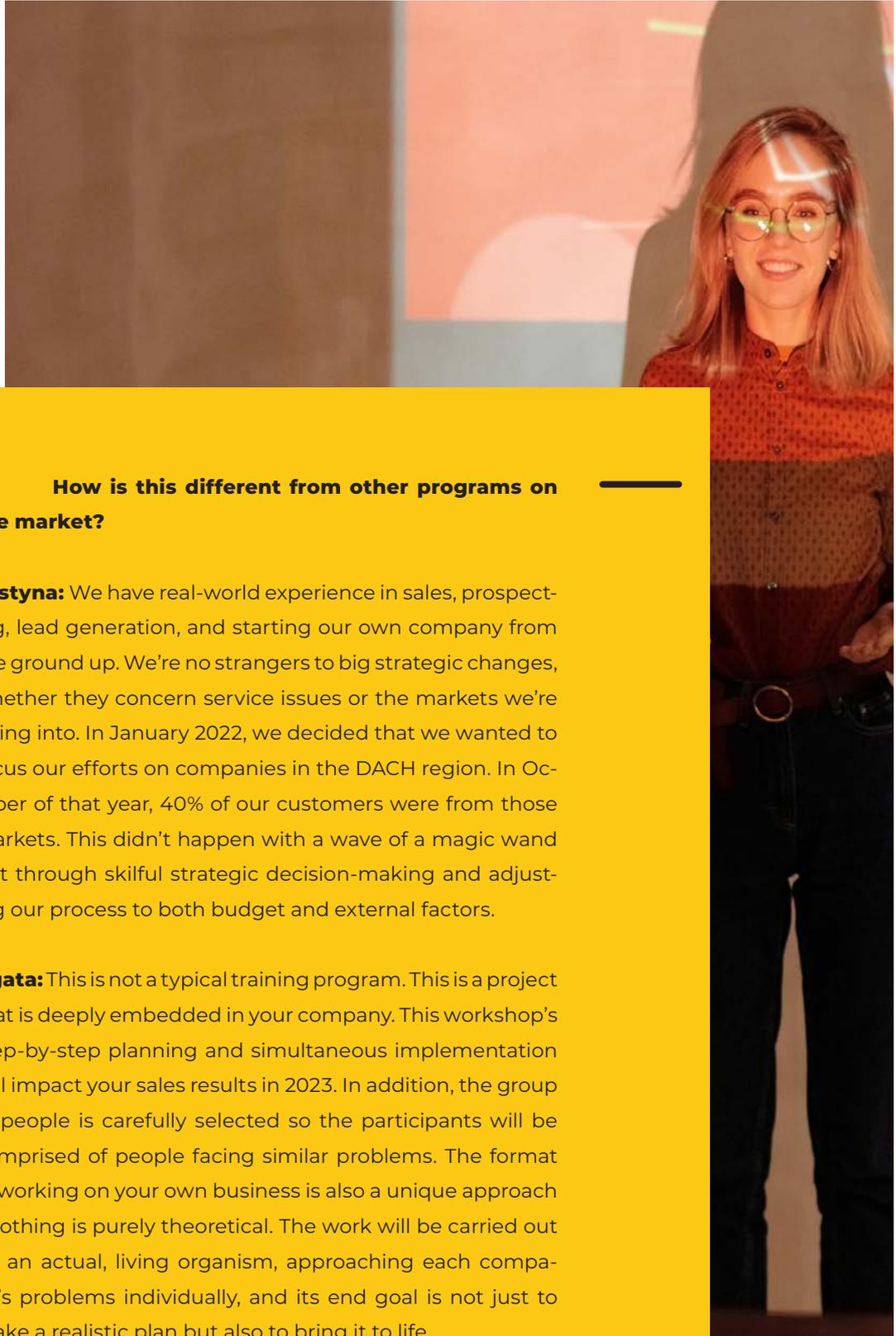
www.nessie.pl/mastermind



1. Why did we come up with Master Mind?

Justyna: After many years of experience in sales, running projects, and setting up predictable sales funnels for clients, often on very complicated and innovative solutions, we realized getting executives to understand the strategic part of their own sales is crucial to project effectiveness, especially in smaller companies. We came up with Master Mind to share our experience, best practices, and knowledge on how to plan your sales department from scratch and support the market of smaller entrepreneurs to cope even in times of economic crisis.

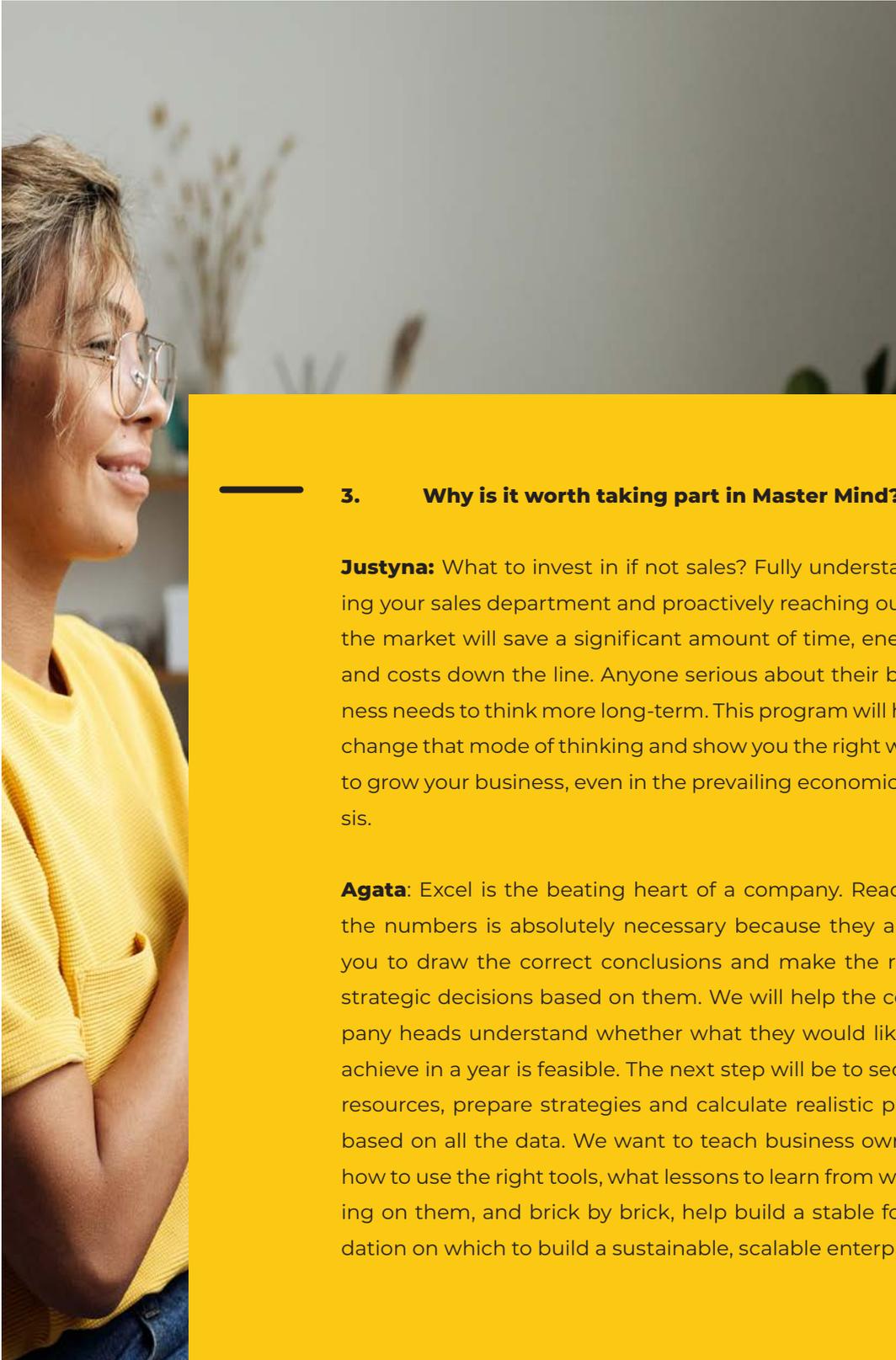
Agata: Two models are most prevalent in the market - either the owner sells himself, but then he usually does it at the expense of other duties, or he entrusts it to a hired person. In that scenario, he often doesn't even know what is happening in his sales department. Assigning strategic elements to an outsider in small companies is almost always a bad idea. We want to open the eyes of company heads to the bigger picture - that effective sales is not just about asking "what" and "to whom" to sell. It's also budgeting for specific products, deciding which product/service is a priority and whether it's worth changing the product type or market in the coming year. In our experience, many owners make mistakes at the start, trying to free themselves from these decisions, and fail to keep a proper budget to serve as a development indicator for sales for the entire following year and come up with makeshift solutions on the fly.



2. How is this different from other programs on the market? ---

Justyna: We have real-world experience in sales, prospecting, lead generation, and starting our own company from the ground up. We're no strangers to big strategic changes, whether they concern service issues or the markets we're going into. In January 2022, we decided that we wanted to focus our efforts on companies in the DACH region. In October of that year, 40% of our customers were from those markets. This didn't happen with a wave of a magic wand but through skilful strategic decision-making and adjusting our process to both budget and external factors.

Agata: This is not a typical training program. This is a project that is deeply embedded in your company. This workshop's step-by-step planning and simultaneous implementation will impact your sales results in 2023. In addition, the group of people is carefully selected so the participants will be comprised of people facing similar problems. The format of working on your own business is also a unique approach - nothing is purely theoretical. The work will be carried out on an actual, living organism, approaching each company's problems individually, and its end goal is not just to make a realistic plan but also to bring it to life.



3. Why is it worth taking part in Master Mind?

Justyna: What to invest in if not sales? Fully understanding your sales department and proactively reaching out to the market will save a significant amount of time, energy, and costs down the line. Anyone serious about their business needs to think more long-term. This program will help change that mode of thinking and show you the right ways to grow your business, even in the prevailing economic crisis.

Agata: Excel is the beating heart of a company. Reading the numbers is absolutely necessary because they allow you to draw the correct conclusions and make the right strategic decisions based on them. We will help the company heads understand whether what they would like to achieve in a year is feasible. The next step will be to secure resources, prepare strategies and calculate realistic plans based on all the data. We want to teach business owners how to use the right tools, what lessons to learn from working on them, and brick by brick, help build a stable foundation on which to build a sustainable, scalable enterprise.



NESSIE RESEARCH LAB

Spokojna 8, Warszawa, Poland

T. +48 607 676 766

kuba@nessie.pl

www.nessie.pl/en