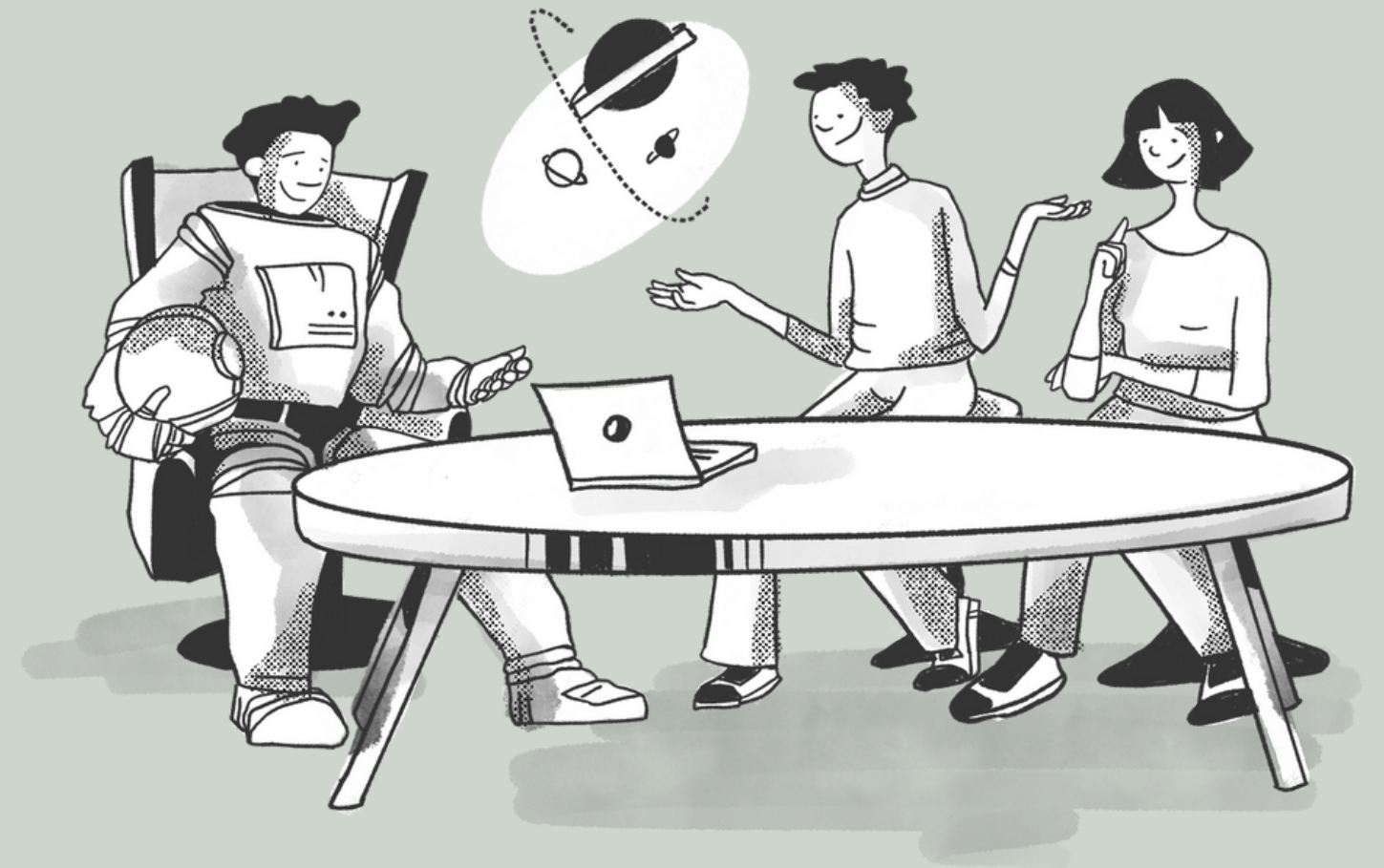


Bringing Strategy, Process and Sales People in Place

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CASESTUDY



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In 2019 Chadi Al-Moussawi and Jan Sasinek launched the first online therapy platform in the Czech republic. Their enthusiasm, managerial, financial, and development background together with life experience with real therapy brought a solid base for an authentic well-advised solution that has already helped many thousands of clients with their psychological challenges.

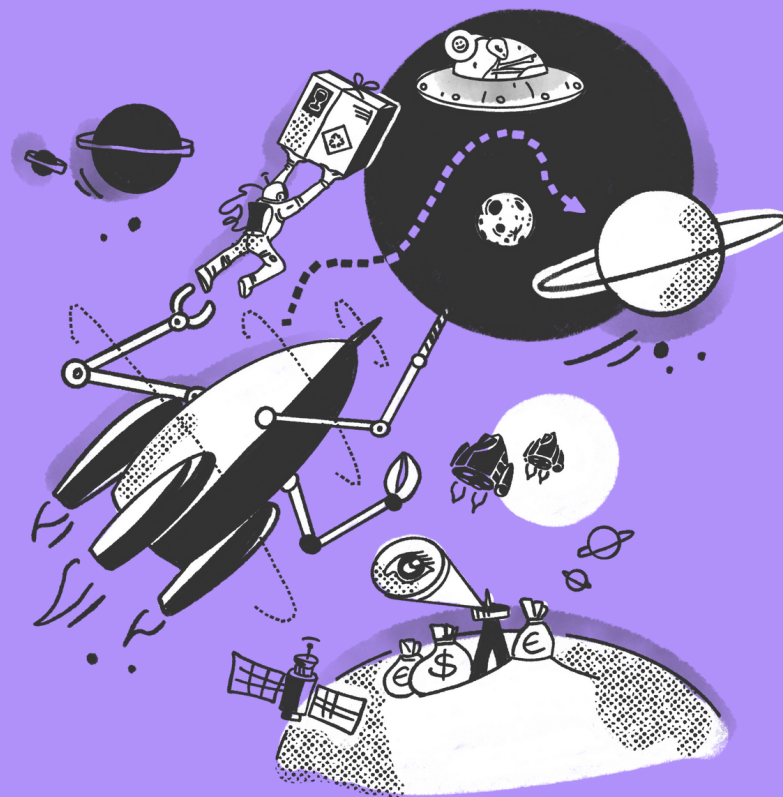
Over time and due to the Covid-19 pandemic Terap.io noticed new much larger business potential in B2B sector where large corporations seek innovation in employee benefits.

Goals

While Chadi is capable of bringing new customers onboard he needs to focus on building a company in the first place. It was clear a sales team has to be established. Chadi knew this was an opportunity not only to expand the team and delegate his sales obligations but to re-align a business strategy, start building company processes, acquire new tools and launch traction that will start bringing new accounts and convince other investors.

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FINDING MARKETS



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Market Research with Numbers

We have defined the scope of market research that consisted of:

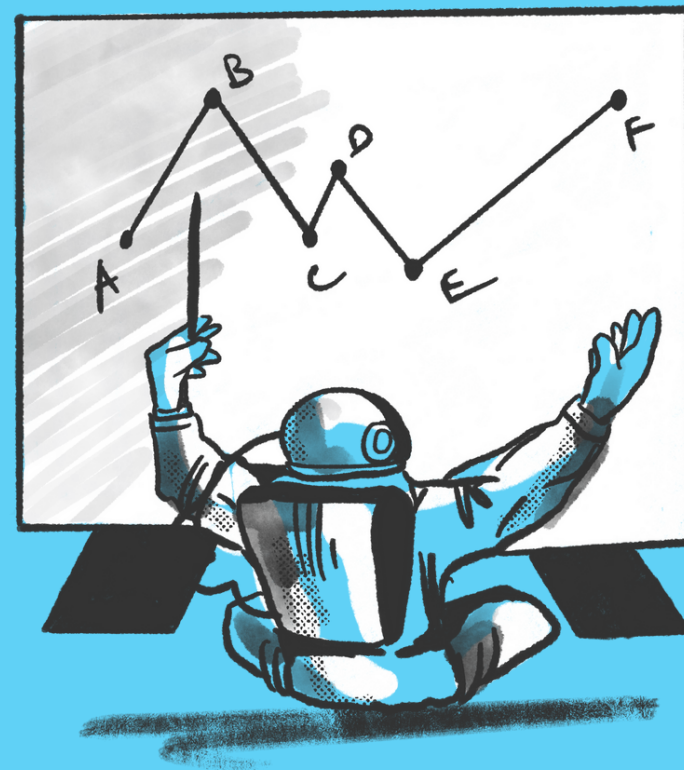
- choosing and quantifying market segments based on market trends and existing competition in the USA
- finding and quantifying key decision-makers and in which segments they are concentrated the most
- quantification of TAM, SAM, and SOM
- searching direct & indirect competition + finding all information we can use (sales claims, top customers, USPs, product structure, product names, team structure, sales channels, social media activities)
- creating a framework for instant competition benchmark in one single sheet that helps to build precise arguments during sales conversations



The image displays a complex data dashboard from Spacetools, illustrating market research results. The dashboard is divided into several sections:

- Market Segment Ranking:** A table listing various market segments such as Logistics and Supply Chain, Package/Freight Delivery, Consumer Goods, Sporting Goods, Consumer Electronics, Pharmaceuticals, Commercial Real Estate, Real Estate, Retail, Supermarkets, Apparel & Fashion, Oil & Energy, and Light Services. Each segment is associated with a numerical value.
- Market Segments Comparison:** A large table comparing multiple market segments across various metrics. The columns include segment names, numerical values, and color-coded indicators (red and green) representing performance or status.
- Heatmap:** A visualization showing the distribution of data points across different segments, with colors ranging from yellow to red, indicating intensity or value.

SALES PROCESS & CRM SETUP



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Sales Process, KPI Setup & CRM Implementation

Terap.io was using an ordinary Trello / Excel sheet way of sales opps evidence. We have recommended a transition to Pipedrive that we have fully set up, implemented, migrated data, created process- and video manuals, and also integrated with other automating supporting apps.

We have monitored and fine-tuned the process on the go including creating mail scripts for addressing new customers.

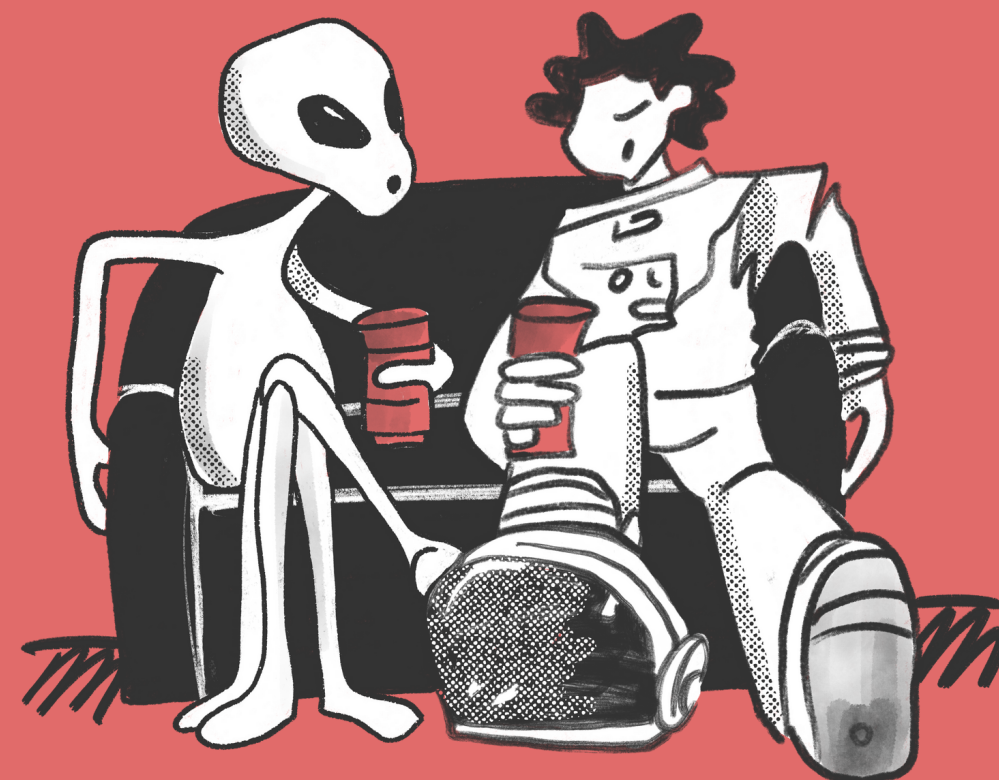
In the end, we have created reports for weekly updates and also for investors.



The image shows a screenshot of the Pipedrive CRM interface. At the top, there's a navigation bar with tabs for Deals, Activities, Contacts, Products, and Statistics. The main area displays a sales pipeline with five stages: Idea, Contact Made, Needs Discovered, Proposal Presented, and In Negotiation. Each stage contains a list of deals with details like name, value, and status. Below the pipeline, there's a 'My dashboard' section with several widgets: 'Deals started' (THIS YEAR), 'Deals lost b...' (LOST - THIS YEAR), 'Average value of won deals' (THIS YEAR - WON) showing a total of \$7,113,557,226 and an average deal value, 'Activities co...' (THIS MONTH), 'Emails sent and received' (THIS MONTH), and 'Deal duration' (THIS YEAR - SALES (THE MEAN)) showing 294 days (average).

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MEETING CUSTOMERS



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Pricing & Negotiation with Potential Customers

Kristian assisted in some negotiations with potential customers providing Chadi with:

- Feedback and recommendations
- Helping to build structured arguments for negotiations including "wish & concessions lists"
- Help with preparation for sales meetings
- Participating in meetings
- Review of pricing
- Helping with specific offers for bigger projects
- Creating sales revenue forecast calculator & sales team bonus calculator

Ceník

Základní balíček

- Měsíční platba podle počtu reálně využitých sezení.

Cena za 50min. sezení při min. objednávce 5 000 Kč:

599 / 899 / 1499 Kč
bez DPH, podle seniority terapeuta

Měsíční paušál

- Neomezený počet sezení.
- Minimální částka na zaměstnance je 140 Kč za sezení (bez DPH).
- Pro organizace s více než 150 zaměstnanci.

Cena zahrnuje:

1

onboarding a komunikaci směrem k zaměstnancům

2

personalizovanou landing page s vlastním promokódem

3

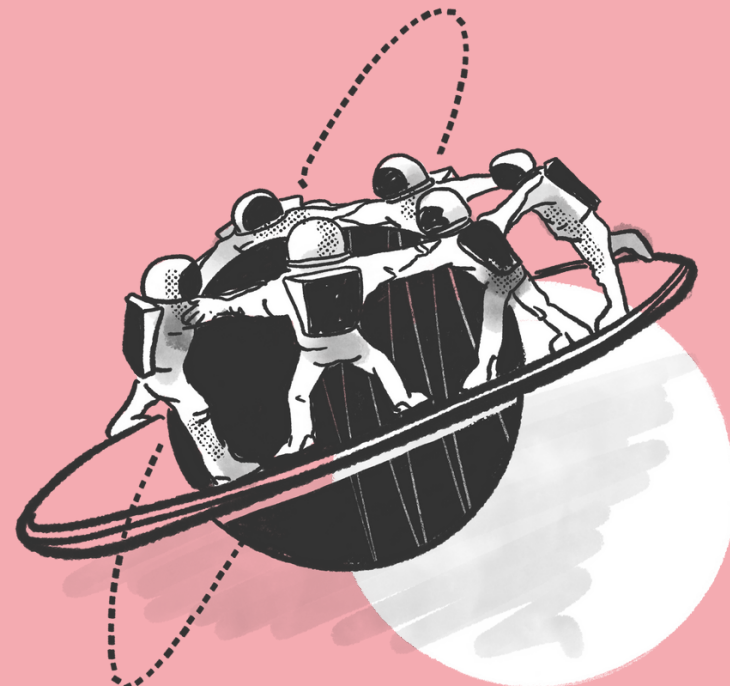
pravidelná interní komunikace do firmy na téma duševního zdraví



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TEAM

Hiring and Onboarding



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Hiring & Onboarding

Kristian and his team managed the whole hiring process including communication with candidates, pre-screening, interviews and final interviews with testing skills and conducting a sales roleplay. While the current employees market situation is very challenging (lack of available sales & skilled sales people) Spacetools pro-actively seeked and adressed candidates on LinkedIN. Within time they found Barbora who is an enthusiastic, very energetic person with great track record and huge willingness to learn and grow.

After the onboarding process and personal KPIs setup we keep meeting on weekly basis with structured meeting agenda to review therap.io's sales pipeline, deal progress and discuss how to help acquiring the top deals.



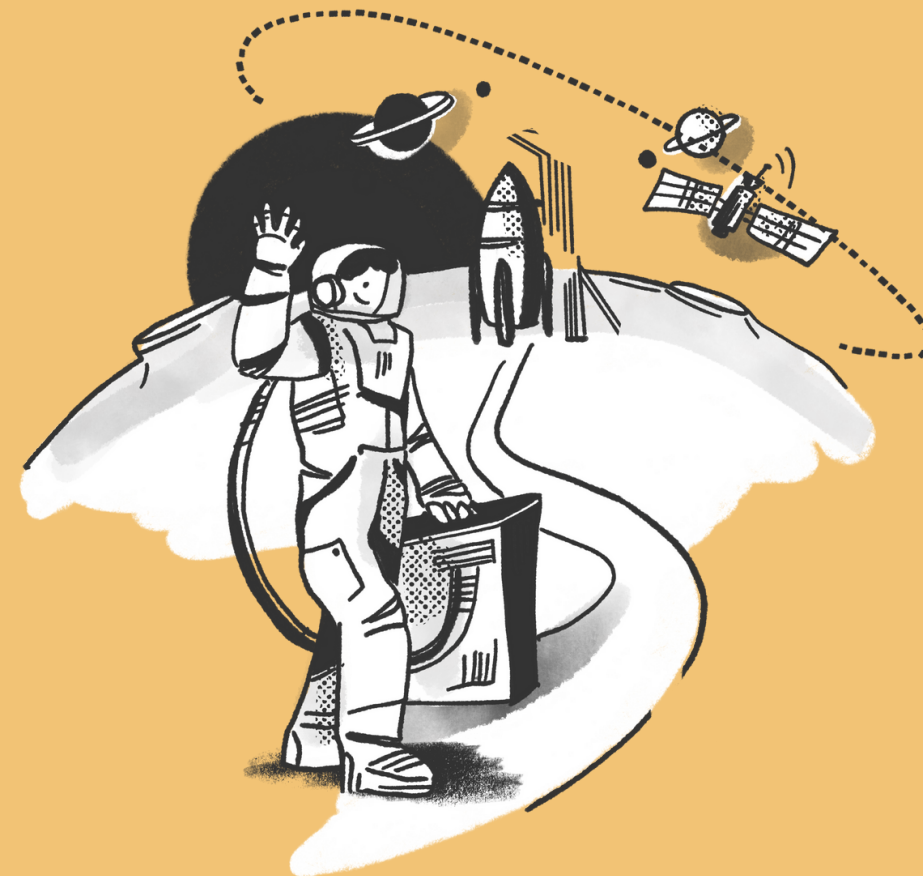
Weekly Sales Sync
Struktura meetingu

- 1) Overall progress (weekly)
 - Schůzky
 - Měsíční týden se podělí 4 schůzky (Sústava, Resping me, Egohub a Suchej únor) - tento týden má být domluveny 4 schůzky (GEP, Wallberg, Karelka, ABSL) a cílem na to má jít celkem 7 (Augustine, Messer)
 - Tento týden: HR Days
 - Další progress
 - Nabídka vzájemnosti
 - 100% - týden se podělí posunut 2 dny do konce Nabídka / Vyhodnocení
 - Sústava, GEP
 - Návrh firm, a kterých podobě
 - Czechitas + Karelka
 - Augustine, Starbucka, RWS
 - 2) Konkrétní dealy (weekly)
 - TOP 3 dealy z min týdne, kde se to užší dobrým směrem
 - Czechitas
 - Sústava - Přechodní vedení
 - ABSL - Přechod na vtebu, ústředí, do od nich ochrme
 - Deal, který se nepodařil / nepodařil dále
 - Profico
 - 3) Co se povedlo
 - Společnost
 - Nevyprávě dala
 - Egohub
 - Laurea
 - Wallberg
 - Resping me
 - HR komunita - "youkoleni o BAH"
 - Linea - "tento je první obchod"
 - SDG - "máme 1 na blogu"
 - HR komunita
 - Learning by doing - prezentace, úvodní kontakt, akce
 - Smartmolecules (sakra rybní), Appfitting
 - 4) Výsledky (1x / měsíc)
 - Průběh obchodního plánu
- 5) Návrhy na zlepšení / inovace (1x / měsíc)
 - Co se povedlo, jakým způsobem (jako toho dosáhl (co byli klíčoví faktory aktivity, které způsobily výsledek, jak je replikovat)
 - Co se nepovedlo, detailněji rozeber - jaké byly na začátku týdne se
 - Přidat nejdříve, detailněji rozeber - jaké byly na začátku týdne se
 - Samostatně na konkrétní akce, které způsobily výsledek
 - Progres pipeline VS Obchodní cíle
 - Jako ruku v ruce, je dobrý trend růstu pipeline?
 - Komercio
 - Jak aktuálně vypadá, posadí jak má trend? Co na ní má vliv a jak jí můžeme zlepšit?
 - Pipeline - Advanced
 - Likvidita
 - Stávající cz - málo přehledu ->

Taktický plán aktivit

aktivita	stav	termín	zodpovědný
1. aktualizace...	100%	10.10.2023	Kristian
2. aktualizace...	100%	10.10.2023	Kristian
3. aktualizace...	100%	10.10.2023	Kristian
4. aktualizace...	100%	10.10.2023	Kristian
5. aktualizace...	100%	10.10.2023	Kristian
6. aktualizace...	100%	10.10.2023	Kristian
7. aktualizace...	100%	10.10.2023	Kristian
8. aktualizace...	100%	10.10.2023	Kristian
9. aktualizace...	100%	10.10.2023	Kristian
10. aktualizace...	100%	10.10.2023	Kristian

OVERALL



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What our clients say



"Before cooperating with Spacetools, our sales process was like walking through a jungle without a machete and a map. Kristian has helped us to set up correct processes, use the right tools and start looking at B2B side of business professionally. Each step proved that Kristian and Spacetools have vast experience in building sales processes in a company from scratch and it was refreshing to be part of this approach and have it implemented in Terap.io."

*Chadi El-Moussawi
CEO & Co-Founder*

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Thank You!

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