

## mimecast® unified email management

### ALL ABOUT SALES

#### **Please give a general overview of the products your sales team sells?**

Mimecast sells a suite of cloud services that dramatically reduce the risk, cost and complexity associated with managing corporate email. These services include email continuity, email security, email archiving, email branding and policy management. Importantly, we deliver it via the Internet through a Software-as-a-Service (SaaS) offering.

#### **How would you describe the type of sale made by your sales team?**

Our sales process is consultative and business orientated. Initially it's more about conducting a high level technical discussion with our clients to determine what their core requirements are. Further, we aim to uncover their pains and challenges and then provide a vision of how we can help.

This requires a considerable amount of business and technical knowledge, which is why we place a high priority on initial and ongoing sales training. We are not a commodity-based business; our value proposition is assisting high level executives in solving complex IT communication challenges within their organisations.

#### **Who do your sales people typically sell to?**

Our sales are typically made at a high level within the business. Discussions usually take place with IT Infrastructure Managers, Chief Technical Officers (CTO), Chief Information Officers (CIO) and Financial Directors. Due to the nature of our product offering (protecting and

storing valuable company IP), purchase decisions are usually made by top management.

#### **At what level is the contact typically?**

It is a commonly recognised fact that around 80% of a business's intellectual property and sensitive information traverses its email network – it is for this reason that our level of contact is senior. Email management is not a trivial issue; it is the lifeblood of many businesses and we treat it as such when dealing with current and prospective clients.

#### **What is the split of sales professionals in your business?**

We have regional offices in Johannesburg, Cape Town and Durban with Johannesburg accounting for the lion's share of our business (around 70%). At a regional level we have SME, Mid-Market and Enterprise focused sales teams which have been trained to cater for varied business sizes and verticals.

#### **What is the average length of a sales cycle in your business?**

We experience a wide range of sales cycles within Mimecast. If an SME's email framework has crashed we might conclude an agreement within a day – on the other end of the spectrum, large deals which are brokered with listed organisations can often take up to one year to conclude.

### SALES SUPPORT

#### **Describe your company's ongoing sales training methods?**

We take training very seriously at Mimecast – it's an integral part of how



BRANDON BEKKER – SALES DIRECTOR, MIMICAST SOUTH AFRICA

BRANDON HAS BEEN WITH MIMICAST SINCE JANUARY 2008. MIMICAST RANKED NUMBER SEVEN IN THE 2011 DELOITTE TECHNOLOGY FAST 50, WITH REVENUE GROWTH OVER FIVE YEARS AT 3102% DURING THIS PERIOD.

we equip our sales executives with the skills to communicate with high level executives, as well as challenging clients. Key to this is our in-house training department, through which we continuously evolve our training methodologies and content. We offer both induction courses and ongoing training and mentoring to all sales staff which is based on task-based interactive learning. It's important to us that these programs pull trainees into the session and involve them at a deeper level – we have found that this is the most efficient and indeed enjoyable way to learn. Where required we do make use of external training and development companies.

### **Describe your company's sales culture?**

Our sales culture is one of pride, passion and persistence. We're a close-knit team of go-getters who like to win. In our interactions with clients our sales folk are passionate, but at the same time they manage sales processes with integrity and awareness.

We are exclusively focused on generating new business (we separate hunters and farmers) and this is echoed in the way we carry ourselves as a highly effective and accountable team. Mimecast salespeople are widely regarded as polite, confident problem solvers who are also very knowledgeable – these are positive attributes which we are constantly working to sharpen and instill within our new sales team members.

### **Describe the sales management style and culture?**

Although our management style is disciplined and structured, our sales force is definitely empowered and this is a real currency inside and outside the business. Like many organisations we monitor and track staff output and activity but we shy away from micro-managing our sales force. Our primary focus is on giving employees the tools and skills they need to do their jobs; the rest is up to them, with input from management when required. We plan and ensure the team is goal-driven to achieve the right outcomes.

## **JOINING OUR ORGANISATION**

### **What can newly-recruited junior salespeople in your organisation expect as remuneration?**

We offer standard benefits with basic salary, as well as an industry-leading commission structure. The benefit for our sales team is that there is an unlimited upside for them. We have no restrictions

in terms of commission-based income – what you sell is linked to what you earn, with no caps on commission.

In addition to this, employees who have proven themselves to be an integral and lasting part of our team are awarded share options.

This is our way of rewarding stellar work by giving our employees the opportunity to take part in the ownership of the organisation.

### **What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?**

We look for bright, driven and passionate sales people who are hungry to learn and are focused on new business acquisition. Technical knowledge is not a prerequisite but technical aptitude is key. We favour candidates who have two to three years of core IT sales experience.

### **What is the potential career path for top sales performers in your business?**

We are a fast growing international company with a progressive product strategy and roadmap. As a result, star performers have the opportunity to grow within the organisation from a local and international perspective. One of the key pillars of Mimecast's staff strategy is to create new opportunities for hard working employees who are high performing, customer-centric problem solvers and who are driven by a desire to win – we place a premium on this attribute.

### **What is the best piece of advice you would give to a new salesperson joining your organisation?**

If you're willing to learn from our most successful and experienced salespeople, while embracing our proven sales methodology and process then you are

on the way to success. Sales is all about a readiness to absorb new information and acquire new skills – prospective salespeople should be mindful of that.

## **SALES INCENTIVES**

### **What sort of sales incentives are in place for your sales team?**

We have ongoing incentives and mini competitions.

In addition, we host an annual incentive sales trip – this year's destination is Costa Rica!

### **Who is the primary contact at your organisation for a salesperson wishing to apply for a position?**

The primary contact within Mimecast with regards to applications is our Human Resources Manager who can be contacted on 0861114063 or [melissa.creticos@mimecast.co.za](mailto:melissa.creticos@mimecast.co.za).

### **What tools does Mimecast equip its salespeople with to help them do their job?**

Following our rigorous induction programme, we equip our sales people with whatever they need to achieve their objectives. Typically, we enable them with core equipment such as a laptop, mobile device and access to our CRM system, as well as case studies, customer references and video material.

### **How does cloud enable your workforce?**

Mimecast offers cloud-based services as part of its product package so, when salespeople give live demos they are being enabled by this technology. Our CRM system is also a proven cloud-based implementation and is vital to the success of every sale we make.

## Mimecast's Unified Email Management Solution Wins Gold in Product Review from Leading **Exchange Community**



### A unified platform to simplify your email management system

Mimecast delivers cloud-based email management for Microsoft Exchange, including archiving, continuity, security and mobile access. By unifying disparate and fragmented email environments into one integrated solution, Mimecast minimizes risk and reduces cost and complexity, while providing total end-to-end control of email.

To read more about our awards please visit: [www.mimecast.com/About-us/industry-awards](http://www.mimecast.com/About-us/industry-awards)



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