

Joe Schram

Joe's firm Sparktivity works at the intersection of technology, design, and the social sciences, focused on helping teams do their best work in a changing world.

A designer, technologist, and a big thinker with a love of the arts & humanities, Joe is a longtime advocate for change and improvement in the workplace.



Managing Your Clients To Increase Productivity and to Optimize Revenue



Agenda

- Perspective/Bias
- Best Work
- Culture
- Tools
- Process: Internal
- Process: External



Perspective/Bias





Maiden, NC



The Research Triangle

Map of the Research Triangle area in North Carolina, showing major highways and key locations. The map is centered on the Research Triangle Park area. Key locations marked with green checkmarks in black boxes include Duke University, UNC Chapel Hill, Lenovo, IBM, and North Carolina State. A pink heart icon marks Sparktivity. A red pin marks The Research Triangle Park. The title "The Research Triangle" is overlaid in large black text.



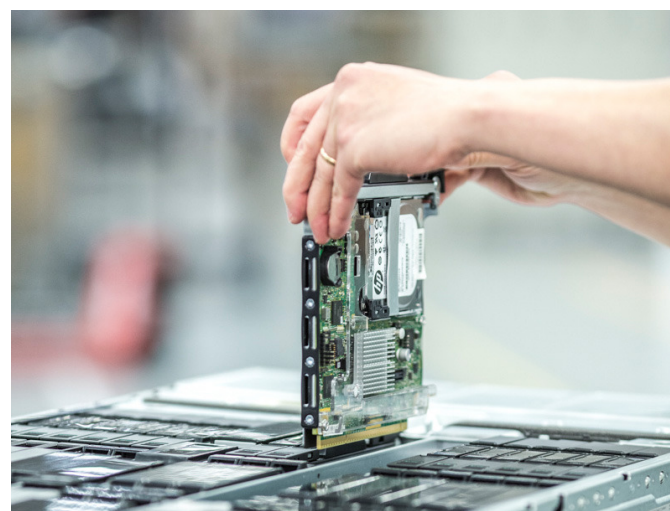








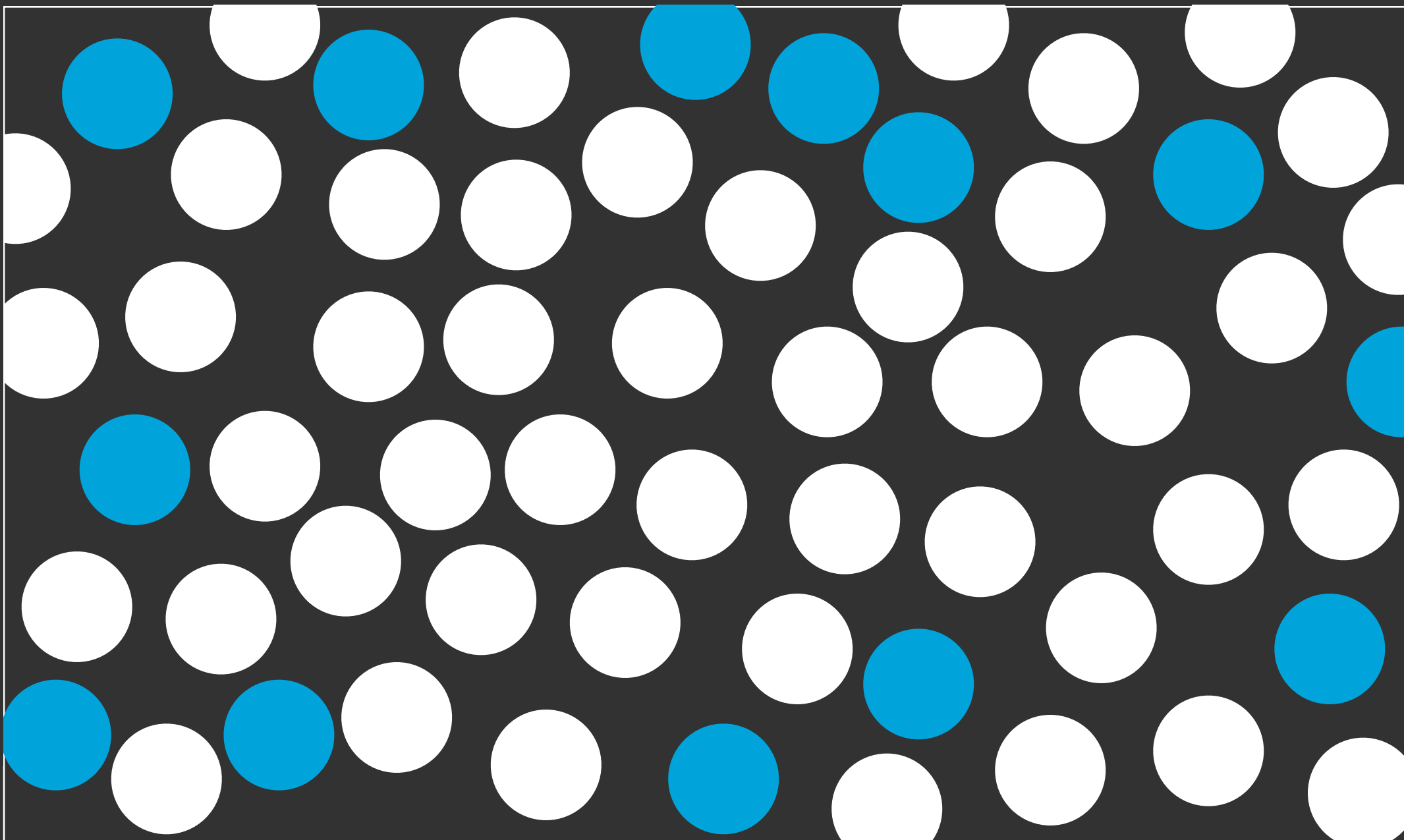
sparktivity





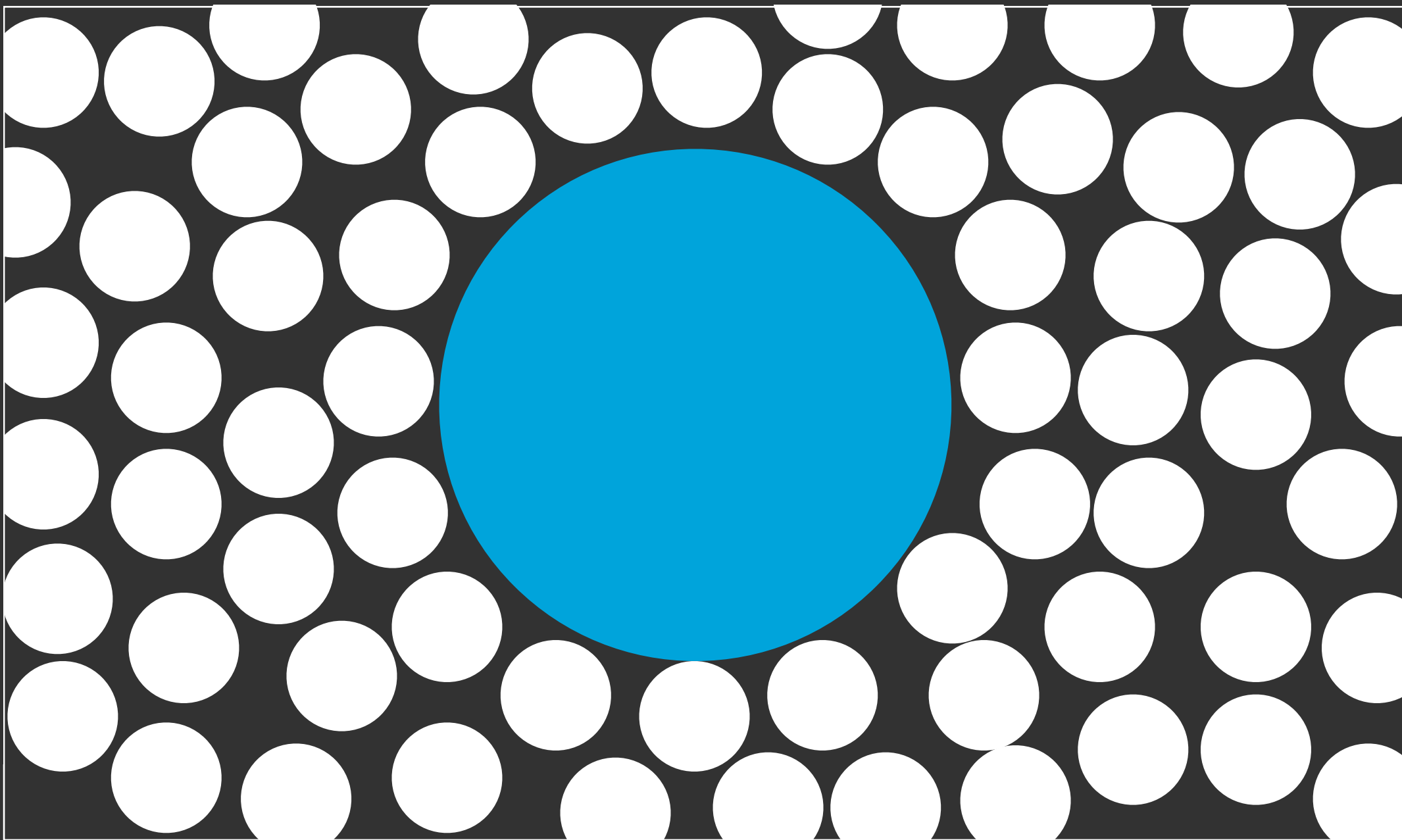


Moving design and designers from the outskirts

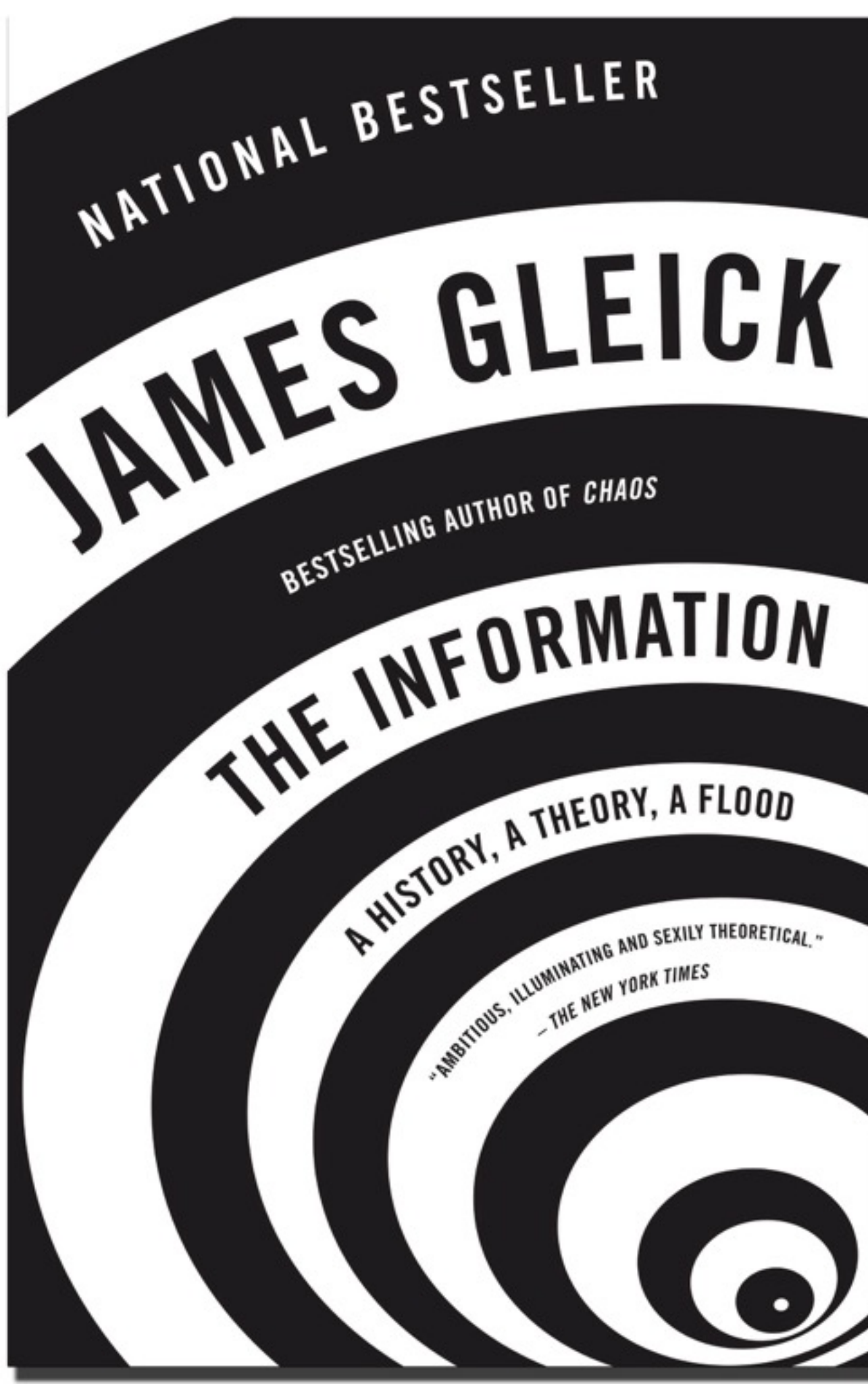




Moving design and designers to the middle







NATIONAL BESTSELLER

JAMES GLEICK

BESTSELLING AUTHOR OF *CHAOS*

THE INFORMATION

A HISTORY, A THEORY, A FLOOD

"AMBITIOUS, ILLUMINATING AND SEXILY THEORETICAL."
— THE NEW YORK TIMES



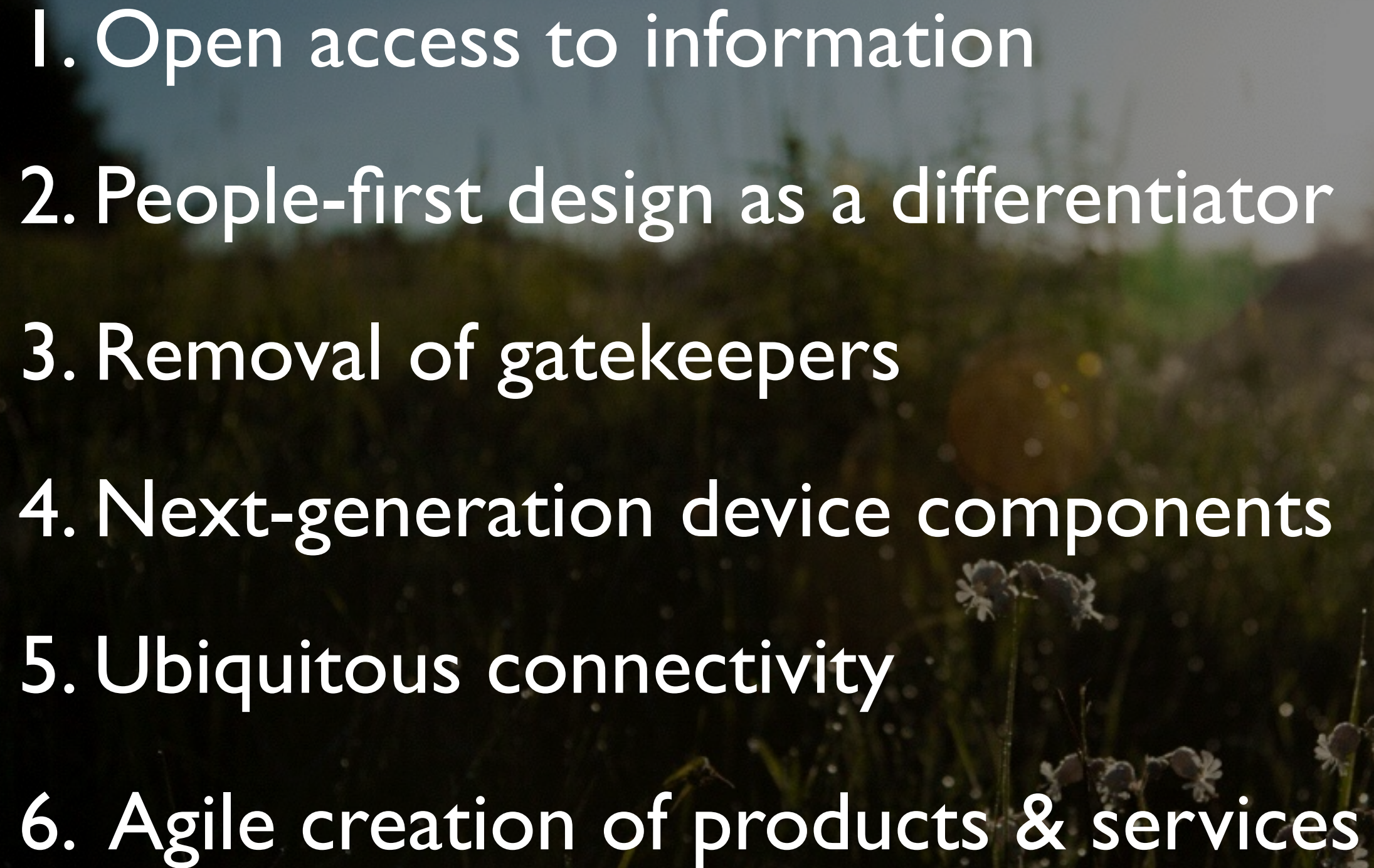


THE NEW FRONTIE R





THE NEW FRONTIER R

- 
1. Open access to information
 2. People-first design as a differentiator
 3. Removal of gatekeepers
 4. Next-generation device components
 5. Ubiquitous connectivity
 6. Agile creation of products & services



Generational Motivators



Emerging Technologies



Open Exchange



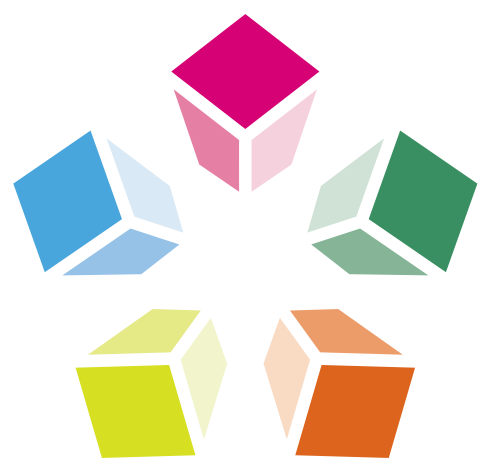
Human Centered Design



Global Action

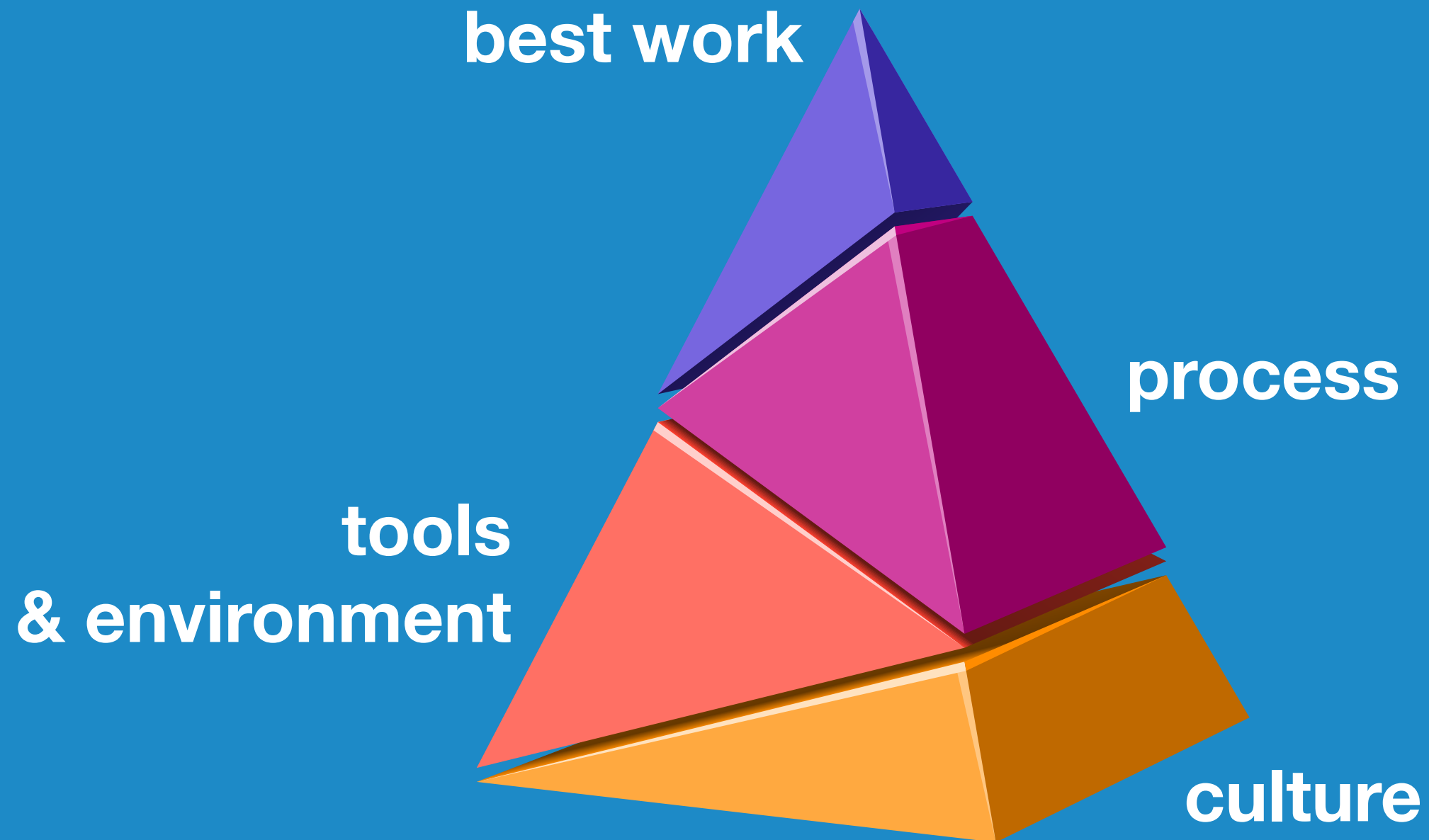


sprk.cc/mtnf



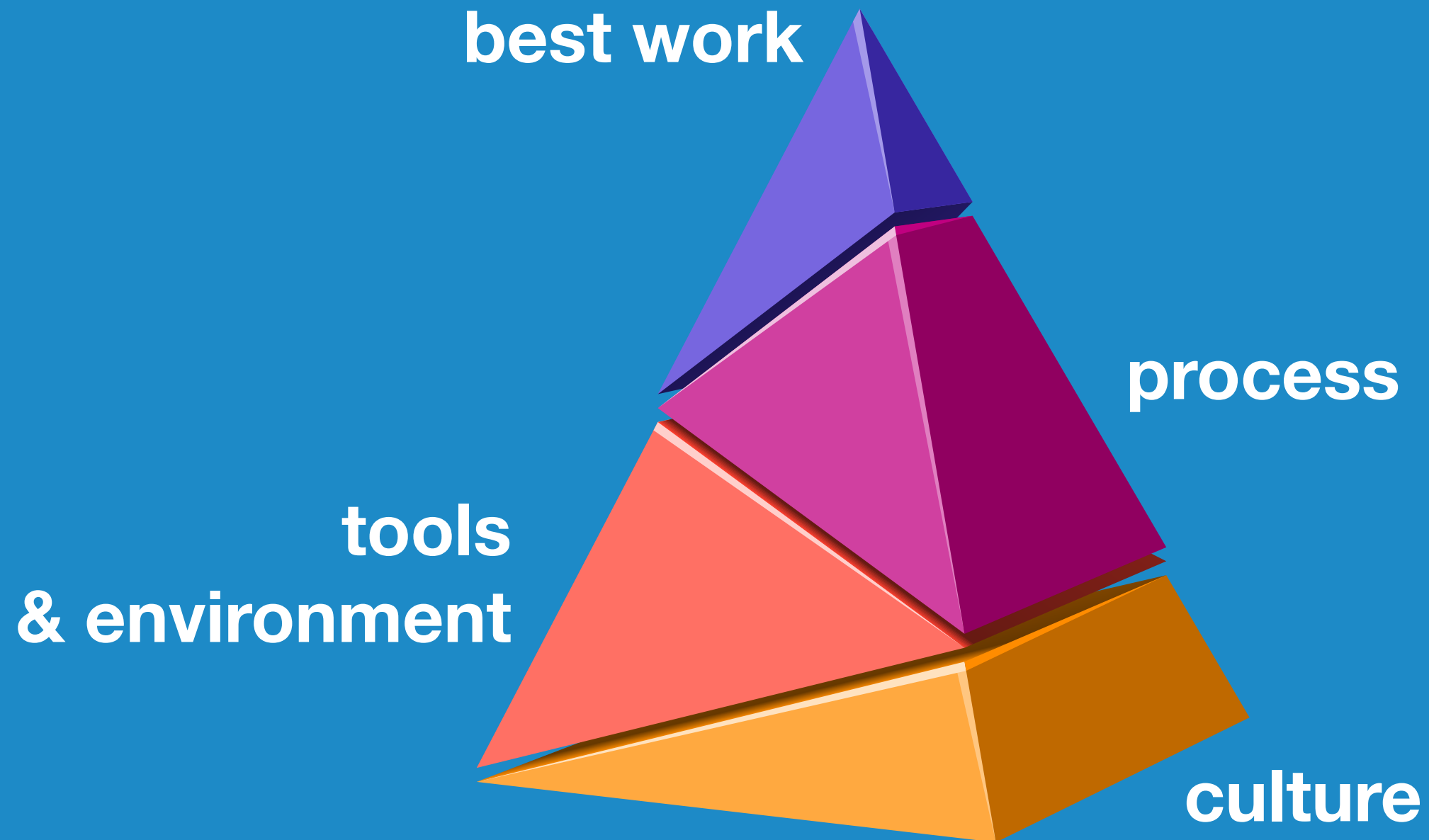
OUR PURPOSE AT SPARKTIVITY

We help teams do their best work out at The New Frontier.



OUR PURPOSE AT SPARKTIVITY

We help teams do their best work out at The New Frontier.

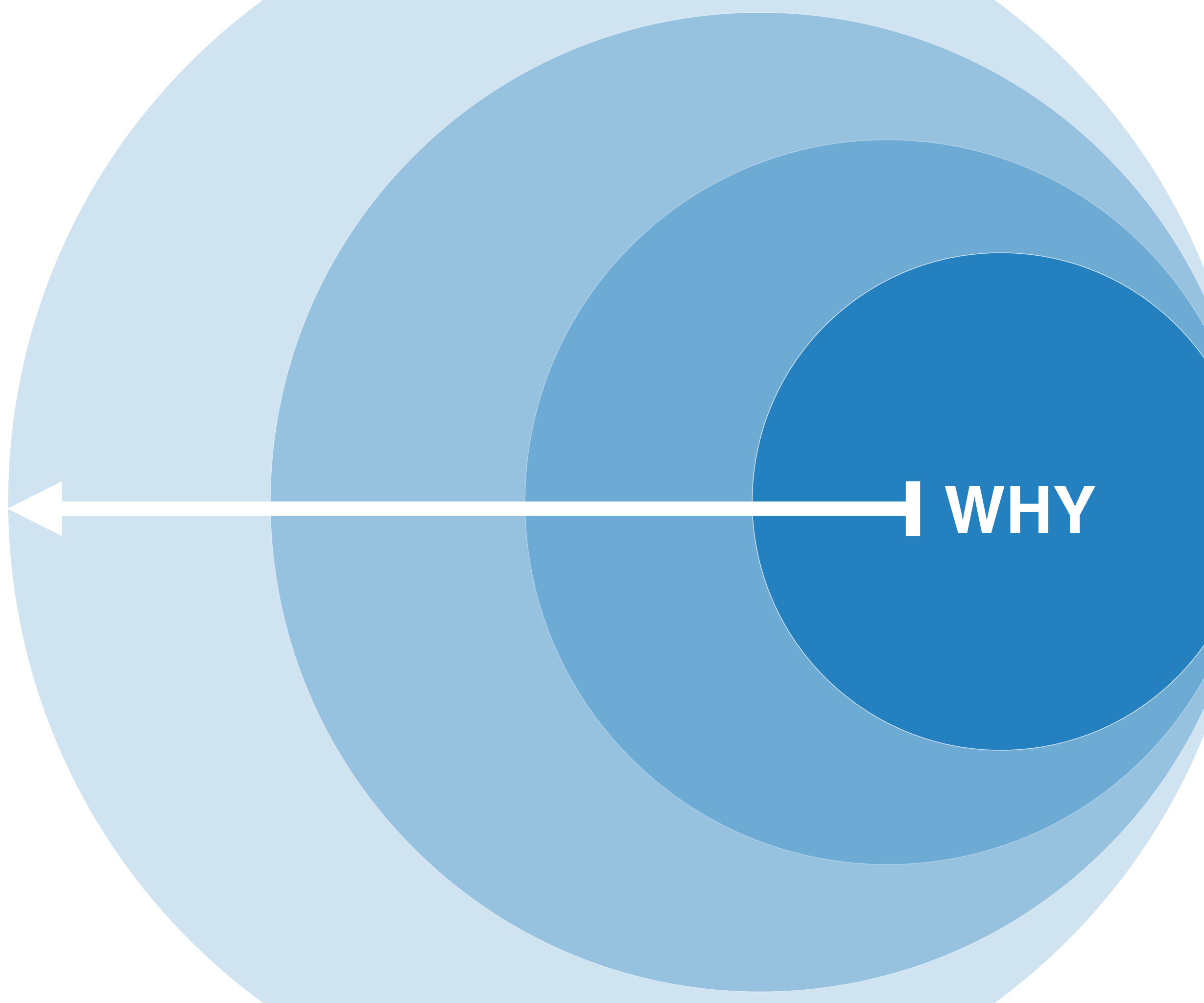


1. BEST WORK



SO, WHY ARE WE HERE?

FOR US, IT STARTS WITH WHY

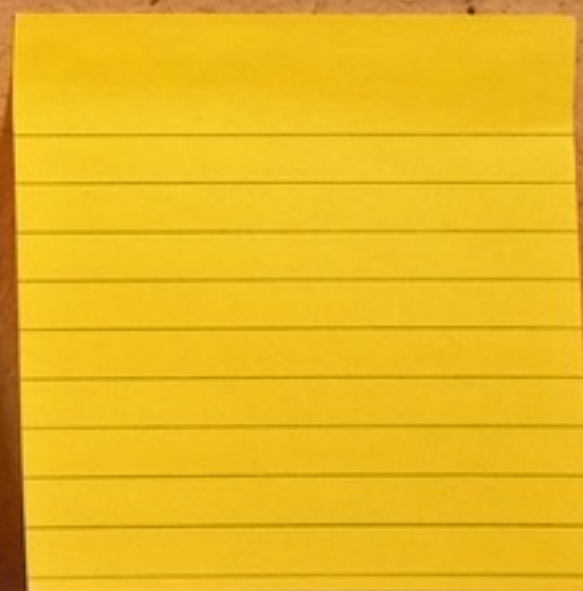
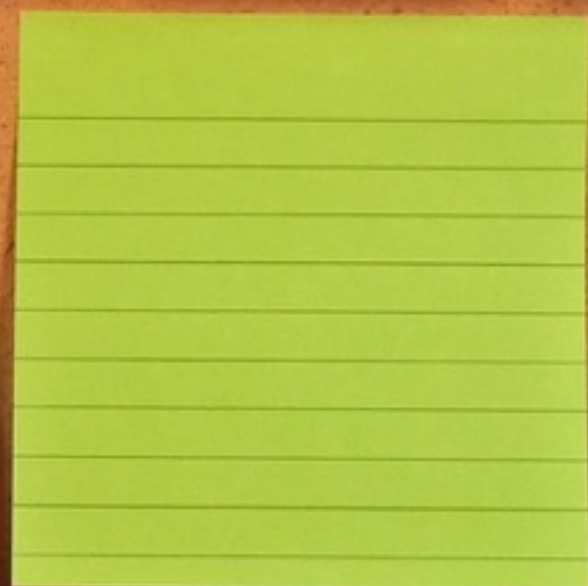
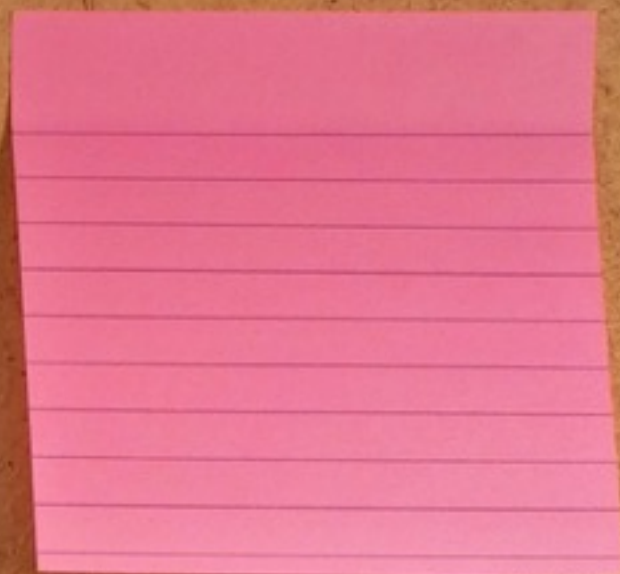


WHY



YOUR WHY





HOW TO SELL

THE FIRST STEP IS TO KNOW WHAT YOU'RE SELLING

THE SECOND STEP IS TO KNOW WHO YOU'RE SELLING TO

THE THIRD STEP IS TO KNOW HOW YOU'RE SELLING IT

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FIGURING IT OUT WHAT TO SELL

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GETTING THERE

FACTORS FOR SUCCESS

- DISCIPLINE
- CARRAGE
- INSIGHT
- LUCK

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SPRINKLES + OPS

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WHAT WE'RE TALKING ABOUT

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POSITIONING POSSIBILITIES

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THE NEW WORK

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IP + THOUGHT LEADERSHIP

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THE THIRD STEP IS TO KNOW HOW YOU'RE SELLING IT

NEW FRONTIER + OPS

- COMPETITION
- ENVIRONMENT
- LEGISLATION
- CULTURE
- TECHNOLOGY
- ECONOMY
- SOCIETY
- POLITICS
- ENVIRONMENT
- LEGISLATION
- CULTURE
- TECHNOLOGY
- ECONOMY
- SOCIETY
- POLITICS

NEW FRONTIER + JOBS LIST

- OPEN WORKS TO HIRE
- PEOPLE - FIRST DESIGN AS DIFF.
- REMOVAL OF GATE KEEPERS
- NEXT - GROW DESIGN CAPABILITIES
- UTILIZATION OF CAPABILITIES
- NOTICE CAPTION OF PROGRESS
- SERVICES

NEW FRONTIER + DESIGN OPS

- WORKING CAPABILITY IN THE
- WORLD OF DESIGN
- (GROWING DESIGN) OR INNOVATION
- ACQUISITION OF NEW CAPABILITY
- EXPANDED PARTICIPATION IN DESIGN
- EXTENDED RESPONSIBILITY FOR
- CONSIDERATION OF DESIGN ACTION

NEW FRONTIER + THE NEW DESIGN

- DESIGNING THE
- DESIGN CHALLENGE
- SaaS
- TOOLS
- ABILITY
- DESIGN
- ARTICLES

DESIGN FOR COMMUNICATION

- WORK IS INTRINSIC
- PRODUCTION
- FIRST OFFICE + FIRST OFFICE
- NOT THOUGHT OF THE DESIGN + NOT THE
- FIRST OFFICE + COMMUNITY DESIGN
- FIRST + THE DESIGN IS AN ANSWER
- ADDRESSING A BUSINESS CHALLENGE
- CREATING A DESIGN
- ADDRESSING A BUSINESS CHALLENGE
- ADDRESSING A BUSINESS CHALLENGE

DESIGN FOR INNOVATION

- WORK IS INTRINSIC
- PRODUCTION
- FIRST OFFICE + FIRST OFFICE
- NOT THOUGHT OF THE DESIGN + NOT THE
- FIRST OFFICE + COMMUNITY DESIGN
- FIRST + THE DESIGN IS AN ANSWER
- ADDRESSING A BUSINESS CHALLENGE
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- ADDRESSING A BUSINESS CHALLENGE
- ADDRESSING A BUSINESS CHALLENGE

DESIGN FOR ARTIFACT

- WORK IS INTRINSIC
- PRODUCTION
- FIRST OFFICE + FIRST OFFICE
- NOT THOUGHT OF THE DESIGN + NOT THE
- FIRST OFFICE + COMMUNITY DESIGN
- FIRST + THE DESIGN IS AN ANSWER
- ADDRESSING A BUSINESS CHALLENGE
- CREATING A DESIGN
- ADDRESSING A BUSINESS CHALLENGE
- ADDRESSING A BUSINESS CHALLENGE

DESIGN FOR ARTIFACT

- WORK IS INTRINSIC
- PRODUCTION
- FIRST OFFICE + FIRST OFFICE
- NOT THOUGHT OF THE DESIGN + NOT THE
- FIRST OFFICE + COMMUNITY DESIGN
- FIRST + THE DESIGN IS AN ANSWER
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OUR PURPOSE AT SPARKTIVITY

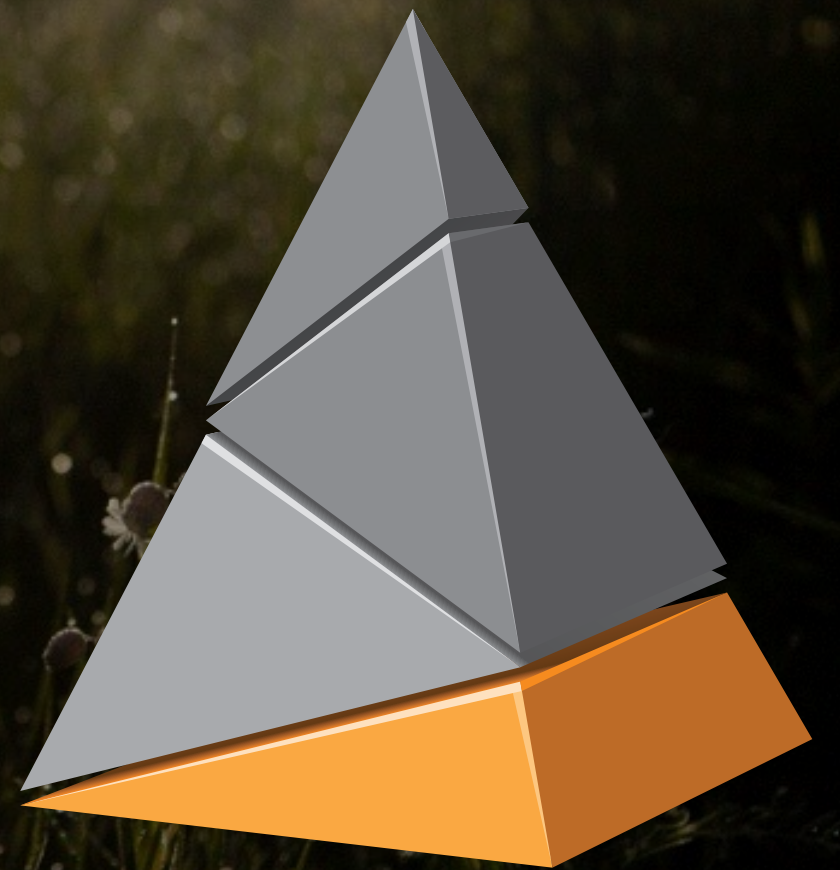
We help teams do their best work out at The New Frontier.



15 YEARS



2. CULTURE





Bringing the Dream Back to Small Business Worldwide!

The E Myth
Revisited

MORE THAN
TWO MILLION
COPIES SOLD!

Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER

The World's #1 Small Business Guru





Running a startup is like
being punched in the face
repeatedly, but working for
a large company is like
being waterboarded.

Startup Quote!



PAUL GRAHAM

CO-FOUNDER, Y COMBINATOR

"Paul Graham's prose is brimming with contrarian insight and practical wisdom."

—Andy Hertzfeld, co-creator of the Macintosh computer

PAUL GRAHAM

HACKERS & PAINTERS

BIG IDEAS FROM THE COMPUTER AGE



/31

Mon 6/1

Tue 6/2

Wed 6/3

Thu 6/4

Fri 6/5

S

8 – 10
Joe QT

8 – 10
Joe QT



9 – OP:

8 – 10
Joe QT

8 – 10
Joe QT

8:30 – 9:30
Harvest + 9
Billing 9

9 – 12p
David
QT

10 – 2p  
Client Block

10 – 12p
David QT

10 – 2p
Client Block

11 – 3p
Flex time
(client)

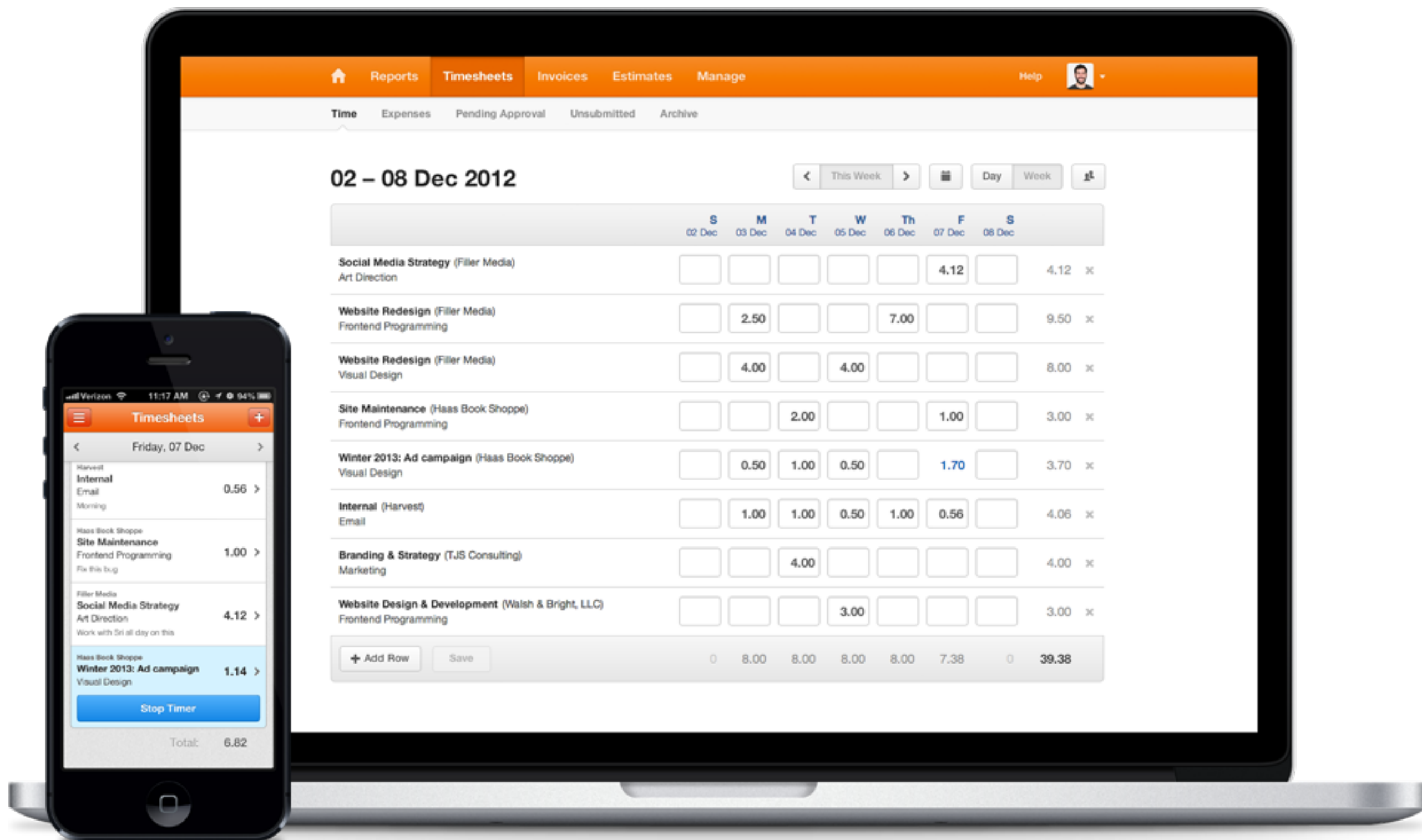
2p – CULT Week

2:30p – 3:30p
FIN Weekly

3:30p – 5p
Flex time
(working session)

12:30p – 2p
Team Lunch

3p – 5p
Sarah QT





3. TOOLS & ENVIRONMENT



Tools & Environment

- Business Systems
- Documentation
- Client Communication
- Billing & Payment




















/INTEGRATIONS

Menu	Spotify	Home	Help
<div> Integrations </div> <p>Stack is most useful when you can use everything your team is doing – that includes all the tools you use outside of Stack! Integrations let you automatically pull information and activity from outside tools into Stack in a way that's timely, relevant, and easy to build on.</p> <div> <div>All Services</div> <div> Configure Integrations View Connections </div> <div> <input type="text" value="Find tool to sync"/> </div> </div>			
	Airbrake Error monitoring and handling.		
	App Review Monitor App Store reviews delivered to Slack.		
	Asana Task and workflow items in your browser.		
	AppSignal Real-time metrics for Ruby on Rails apps.		
	Asana Communications and task management for teams.		
	Beamsplitter A continuous workflow to write, review and build code.		
	Bitbucket Free source code hosting for Git and Mercurial.		
	Bitly Application and Account Management for Teams.		
	Blissom Project and resource management for modern teams.		
	Bonsai Reward employees early for timely.		
	Bountify Reward your team and App Monitoring for DevOps.		
	Box Securely store, share, and manage all your files.		
	Brevo HR Collaborative hiring platform.		
	Bugsnag Real-time debugging intelligence for web and mobile apps.		
	Buildkite CI/CD workflow to streamline continuous integration.		
	Circle CI Continuous Integration and Deployment.		
	Cloud 66 DevOps as a Service.		
	Code Climate Automated code review for Ruby, Javascript & PHP.		
	Concourse Continuous Integration and Deployment SaaS.		
	Crawlicy Real-time analytics and reporting.		
	Dataloader Scalable GraphQL API in one place.		
	Desk.com Customer customer support application.		
	Dropbox Document storage and syncing.		
	Elastic Scalable customer support software.		
	Ezra Developer customer registration for iPad.		
	Giftly Developer library of animated GIFs.		
	GitLab Source control and code management.		
	Google Drive Cloud document and file storage.		
	Grippe - Hangouts Bring your conversations to the web via video calls.		
	Gitter.im Real-time chat with your developers.		
	Gitter.im Continuous Integration for your teams.		
	Groove A simple file desk built for teams.		
	HelpCloud Customer customer support software.		
	Heroku Cloud application deployment and hosting.		
	Honeybadger Error and performance monitoring for Ruby.		
	Hubot Slack's unofficial chat bot.		
	IFTTT Connects your devices between web services.		
	Intercom The easiest way to see and talk to your users.		
	Jenkins CI Continuous integration server.		
	JIRA Project and issue tracking software by Atlassian.		
	Librato Highly scalable metrics, monitoring & alerts.		
	Lita A chatbot for verifiable web Ruby.		
	Legentrics Centralized log management and analytics.		
	Magnet CI Simple continuous integration and analysis.		
	MailChimp Email contact marketing and content management.		
	Nagios Server monitoring and alerting.		
	New Relic Real-time application performance management.		
	Newfield Real-time chat and employment.		
	OnCall Incident alerting for IT management.		
	PagerDuty On-call scheduling, alerting, and incident tracking.		
	Papertrail Log aggregation and log management.		
	Phabricator Tools for software development organizations.		
	Piplink Sales and performance monitoring.		
	Pivotal Tracker Communication, lightweight agile project management.		
	Railfence CI Extra QA test your webpage in multiple browsers.		
	Rampbox Automatic email and cloud reporting.		
	Reamaze Feedback software for small businesses.		
	Ream Private inbox for you in your browser.		
	RDS Automatically synchronized site content.		
	Runscope Testing and debugging for your APIs.		
	Screendump Screenshot analysis for collaboration in teams.		
	Semaphore Simple CI/CD workflow integration & deployment.		
	Sentry Real-time error logging for your applications		

	Magnum CI Hosted continuous integration and delivery.	Add
	MailChimp Online email marketing and contact management.	Add
	Nagios Server monitoring and alerting.	Add
	New Relic Real-time application performance management.	Add
	Ninefold Rails hosting and deployment.	Add
	OpsGenie Rich alerts for IT management.	Add
	PagerDuty On-call scheduling, alerting, and incident tracking.	Add
	Papertrail Cloud-hosted log management.	Add
	Phabricator Tools for software development organizations.	Add
	Pingdom Uptime and performance monitoring.	Add
	Pivotal Tracker Collaborative, lightweight agile project management.	Add



The Big List

- **Scheduling:** Google Calendar (or Exchange) + ScheduleOnce & Assistant.io & Doodle
- **Financial:** Harvest, Xero, Stripe, Square, Chargify, Fathom, Zenefits, Expensify, ADP
- **Project Management:** Asana or Trello
- **File Storage:** Drive + Dropbox Business or Egnyte
- **Voice:** Switch.co + BYOD cellphone reimbursements (Talkdesk via 74bits)
- **Job Notes & Docs:** Evernote ecosystem; Scannable, Skitch, Penultimate, Moleskine



The Big List

- **Credentials:** 1 Password for personal; 2FA on Evernote Business and encrypt text and notes for internal shared and for clients; also look at Luis Giraldo's Monkey Box
- **MDM:** Casper & Bushel (pulls inventory)
- **CRM:** Highrise or Pipedrive
- **Client Broadcast:** Mailchimp or TinyLetter + Twillio for SMS (rollouts)
- **HelpDesk Ticketing & SLAs:** ZenDesk or UserVoice, Freshservice, Help Scout, or Samanage (in my hood);
PSAs: AutoTask & Connectwise









Slack

Sparktivity

Kate Thompson

Sarah Mason

slackbot

sprk-dri-jds

sprk-internal

sprk-team

CHANNELS

concierge

general

hewi

idonethis

random

sprk-cult

sprk-cxp

sprk-fin

sprk-ops

sprk-out

sprk-pdev

sprk-plan

sprk-rnd

sprk-saas

sprk-srvd

Create a channel...

DIRECT MESSAGES

Arika Cabana

joeschram

online

★ sprk-team

7


Search

@

☆

⋮

April 9th, 2015



Joe Schram


9:30 AM

Good morning everyone! Today is Sparktivity's six year anniversary. Our website is updated with new photos and bios, and with new descriptions of our services. Please have a look and hit me with any tweaks or copy edits—just about every piece of text was adjusted, and images were also edited and regenerated for retina.

<http://sparktivity.com>

One thing I know for sure: desktop and iPad sizes stack and display properly, but the iPhone layout is glitchy—that's up next.


Thanks!



Dawson Roark

9:50 AM


Looks and read well...nice work Joe



Kate Thompson

10:02 AM


Right on! Congrats. The images didn't show up for me in chrome at first. Not sure why. But when I reloaded they were there.



Sarah Mason

10:06 AM


Congrats, Sparktivity! Very happy to be ringing in this year with you all.



Kate Thompson

10:10 AM

A note for future edits- the color sentences up top would be more readable if in blocks or columns- less eye fatigue that way.



Joe Schram

10:17 AM

Thanks for the feedback. I completely agree about the colored sentences of top; what I'd like to do is reverse those out against colored backgrounds and have them as white type. In the queue after I fix the

⬆

😊

Slack

Sparktivity

Kate Thompson

Sarah Mason

slackbot

sprk-dri-jds

sprk-internal

sprk-team

CHANNELS

concierge

general

hewi

idonethis

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sprk-pdev

sprk-plan

sprk-rnd

sprk-saas

sprk-srvd

Create a channel...

DIRECT MESSAGES

Anita Cabara

joeschram

connecting...

#sprk-cult


6

Search

@

☆

⋮

 **highrise-deals** BOT 10:51 PM

A new deal has been created in Highrise [Engine: Consulting, MDM & HelpDesk - 285]

A new deal has been created in Highrise [Conway & Greenwood, Inc.: Ongoing Support & Managed Services - 1200]

A new deal has been created in Highrise [Keen Strategy (KEEN): Technology Discovery - 6500]

A new deal has been created in Highrise [Hayes Barton Baptist Church: Baseline & Training - 12587]

A new deal has been created in Highrise [Piedmont Trading, Inc.: Data Migration to Google Apps - 3750]

A new deal has been created in Highrise [Evoform: Baseline / IDaaS / File Services - 45000]


A new deal has been created in Highrise [Medikinetics: Security Upgrades & Workflow Solutions - 3250]

A new deal has been created in Highrise [Tekelec: Discovery RE: Mobile Solutions - 9500]

A new deal has been created in Highrise [NCDoJ State Bureau of Investigation: Ongoing SAN Support & Proactive Health Checks - 5550]

A new deal has been created in Highrise [Conway & Greenwood, Inc.: Technology Discovery - 500]

February 12th, 2015

 **Josh Brown** 4:38 PM

⬆

😊

Slack

Sparktivity

David Alford

Dawson Roark

Josh Brown

Kate Thompson

Sarah Mason

slackbot

sprk-dri-jds

sprk-internal

sprk-team

CHANNELS

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sprk-out


sprk-pdev

sprk-plan

sprk-rnd

sprk-saas

sprk-srvd

 joeschram

online

#sprk-out


5

Search

@


☆


⋮

 **github** BOT 4:27 AM


[sparktivity_site:master] 1 new commit by Joe Schram:
| [3ffb31a](#): Attempt iPhone viewport fix - Joe Schram

April 14th, 2015

 **twitter** BOT 6:40 PM


<https://twitter.com/tsumme/status/588109666028228610>
 **Theodore Summe** @tsumme
@sparktivity As a Rapportive fan, I thought you'd like @Discoverly. It adds more social data to Rapportive. <http://tcn.ch/1A36pid>


April 22nd, 2015

 **github** BOT 6:41 AM

[sparktivity_site:master] 1 new commit by Joe Schram:
| [77b2026](#): Mobility fixes for iPhone - Joe Schram

April 23rd, 2015

 **twitter** BOT 5:48 PM

<https://twitter.com/sparktivity/status/591358044518408192>
 **Sparktivity** @sparktivity
"A View of The New Frontier" by @joeschram
<https://medium.com/sparktivity-insights/a-view-of-the-new-frontier-b1e83add5a56> #thenewfrontier

⬆

😊

Slack

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slackbot

sprk-dri-jds

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sprk-ops

sprk-out


sprk-pdev

sprk-plan

sprk-rnd

sprk-saas

sprk-srvd

 joeschram

online

#sprk-fin

3


Search

@

☆

⋮


April 21st, 2015

 stripe BOT 5:58 PM

Charge succeeded

\$39.71 USD charged • [View details](#)


April 22nd, 2015

 stripe BOT 10:38 PM

Transfer succeeded

\$38.26 USD has been paid to your account • [View details](#)


April 29th, 2015

 stripe BOT 10:23 AM ★

Charge succeeded

\$2,803.00 USD charged • [View details](#)

April 30th, 2015

 stripe BOT 11:16 PM

Transfer succeeded

\$2,721.41 USD has been paid to your account • [View details](#)

⬆

😊

Slack

Sparktivity

David Alford

Dawson Roark

Josh Brown

Kate Thompson

Sarah Mason

slackbot

sprk-dri-jds

sprk-internal

sprk-team

CHANNELS

concierge

general

hewi

idonethis

random

sprk-cult

sprk-cxp

sprk-fin

sprk-ops

sprk-out


sprk-pdev

sprk-plan

sprk-rnd

sprk-saas

sprk-srvd

joeschram

online

#concierge

3

Search

@


☆

⋮

Storage alert

You have requested that we alert you on exceeding 85% of storage allocated to your plan.

As of May 2, 2015 12:33 AM, you have 6.72GB left out of 2.93TB total storage. Please note that you will be billed overages for any storage used in excess of your plan limit. [Show more...](#)

zendesk BOT 12:41 AM ⭐


New Ticket from BOSreply@microsoft.com: [Ticket #14232](#)

[View your Office 365 ProPlus billing statement](#)

Your billing statement is ready. Sign in (<http://click.email.microsoftonline.com/?qs=9e7f40e51c6580aab851c224b41463c59a65e6f2d5aecc9b7f2aa22fd0a2320d2f2fb7304a6c5ae0>) now to review your statement. | View this email in your browser (<http://click.email.microsoftonline.com/?qs=9e7f40e51c6580aac8952fa6bd9872a3145929435e846d1b14fd38a919cb574f61c8d59c4ed241ea>).

Your Office 365 ProPlus statement is ready

Organization: Frank Harmon Architects [Show more...](#)

zendesk BOT 2:19 AM

New Ticket from Rackspace Cloud Backup: [Ticket #14233](#)

[Backup Configuration \[Backup\] for \[NCC\] was Completed](#)

Rackspace Cloud Backup

Completed

Backup Report [Show more...](#)

⬆

😊



4A. PROCESS: INTERNAL



Finance is your Lifeblood

- The Basics
- Three Easy Ways to Make More
- Expanding Revenue Opportunities













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with offices in North Carolina ▾

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Map

Accountants

Bookkeepers

Financial Advisors

Cloud Integrators

Training Centers



Run Your Business With Xero Certified Accounting Advisors

Get valuable business advice from an accountant on real-time figures, all from within Xero, no matter where you're located. Many accountants will get you setup too - even if you're moving from other software.

Check them out yourself as Xero doesn't recommend or guarantee the service provided by any one advisor.

HELP! We're making some updates to this directory and want your input. [Let us know what's important to you when choosing an advisor.](#)



Reardon & Garrison, LLP

● Gold [Visit their website](#) Contact Kevin Garrison, kevin@rgllp.com (704-769-0405)

Reardon & Garrison LLP CPA is a full service accounting firm based in Charlotte, NC. Our service offerings include assurance services (audit, review & compilations), tax services (compliance & planning), and general business consulting. We are focused on building strong relationships with our clients and look to improve the efficiency of the accounting function so that accounting is not an impediment to growth. Call today to find out how our experience is uniquely aligned with the needs of high growth companies!

222 South Church Street Suite 100, Charlotte, NC 28203, , Charlotte [map](#)



Gina Scott & Associates

○ Silver [Visit their website](#) Contact Gina Scott, gina@ginascottassoc.com (919-412-3059)

Accounting consulting practice providing part-time CFO/Controller level services and Bookkeeping support to small and medium size businesses. We focus on working with entrepreneurs who are passionate about their business ventures and are looking to build or improve their accounting systems and put in place processes and procedures to protect and grow their investment.

1617 Buck Wallow Road, Wake Forest, NC 27587, United States [map](#)



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with offices in North Carolina ▾

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Run Your Business With Xero Certified Accounting Advisors

Get valuable business advice from an accountant on real-time figures, all from within Xero, no matter where you're located. Many accountants will get you setup too - even if you're moving from other software.

Check them out yourself as Xero doesn't recommend or guarantee the service provided by any one advisor.

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1617 Buck Wallow Road, Wake Forest, NC 27587, United States [map](#)



Three Easy Wins

1. Raising your rates with each new client; we're up by 80% since we started the business.
2. Put a pay link on your invoices—our time to pay (aged receivables) dropped immediately.

What about the processing fee? We raised prices on support retainers by 10% immediately, offered a 5% discount if folks pay via ACH or recurring credit card—BOOM!



Three Easy Wins

3. Bill your SaaS service fees as subscriptions, hit cards monthly.

- You don't do it, you have trusted companies do it who have PCI compliance (No credit cards in Evernote! Email! Text!)
- This is all about appearance that is different than the weekly/monthly invoices you send
- Set up a Chargify landing page or your own landing page with a Chargify embed, then you tow the line: "Want to buy XYZ? I'll send you the signup page, just do that and you're all set."
- If all else fails, use the Stripe admin panel to sign them up for a subscription



Expanding Revenue Opportunities

- Package services into products!
- Services package for Concierge:
 - All you can eat calls, emails, remote, onsite
 - MDM included
 - Managed Backup included
 - Price per user, not per device



Expanding Revenue Opportunities

- A La Carte Platform Subscriptions or Bundling into Service Retainers:
- MDM (Casper)
- System Monitoring (Watchman)
- Data Recovery (CrashPlan PROe & Spanning Backup)
- Groupware (Google Apps, Hosted Exchange or Office 365)
- ExcelMicro (Sonian)
- Hosting (Rackspace)
- File Sync & Share (Egnyte or Dropbox for Business)
- Phones (Digium or PhoneBooth)

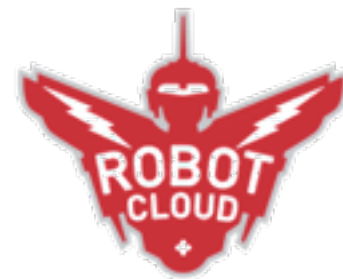












4B. PROCESS: EXTERNAL



Process: External

- Controlling the Value Story
- Understanding Pricing & Humans











HAN SOLO



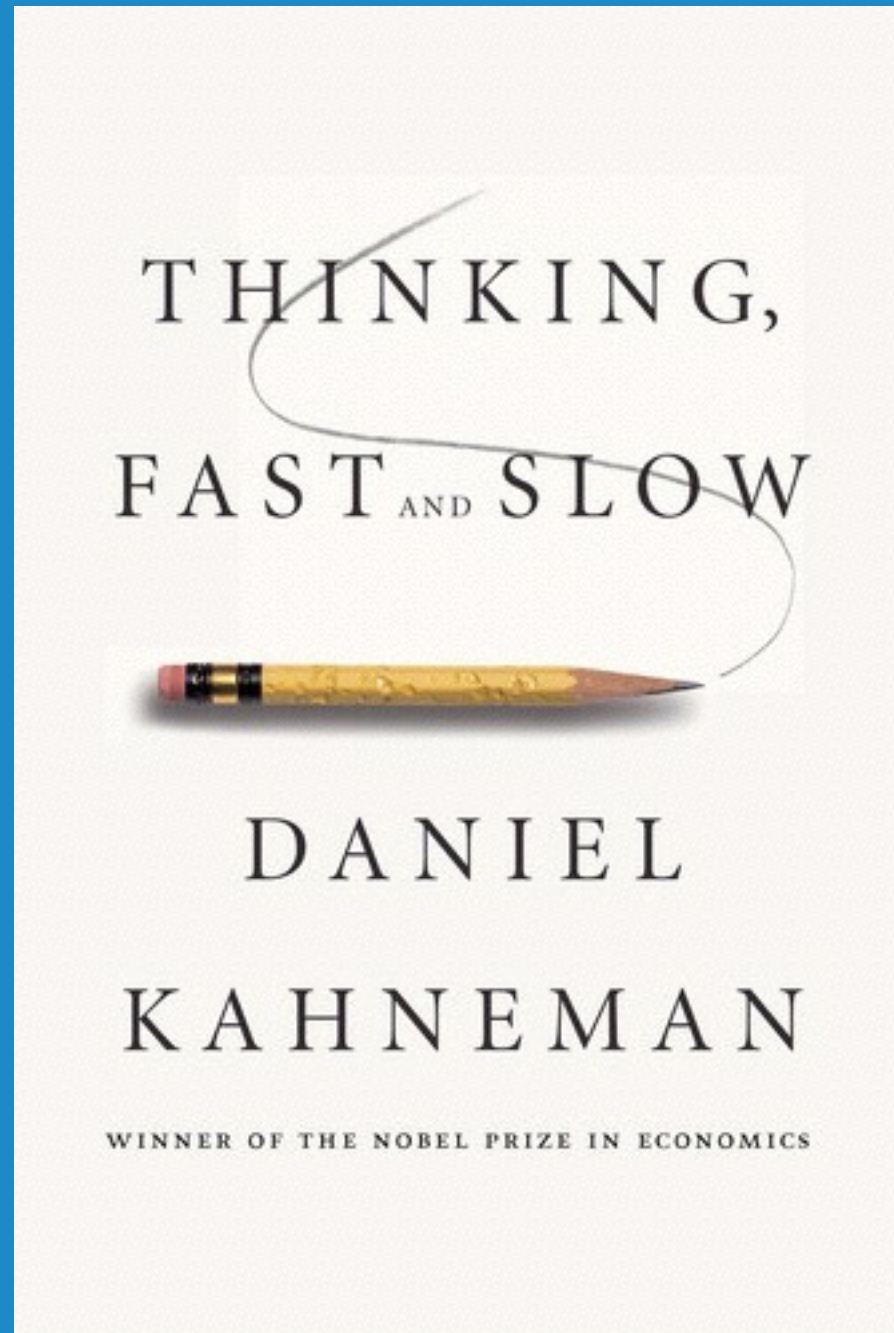




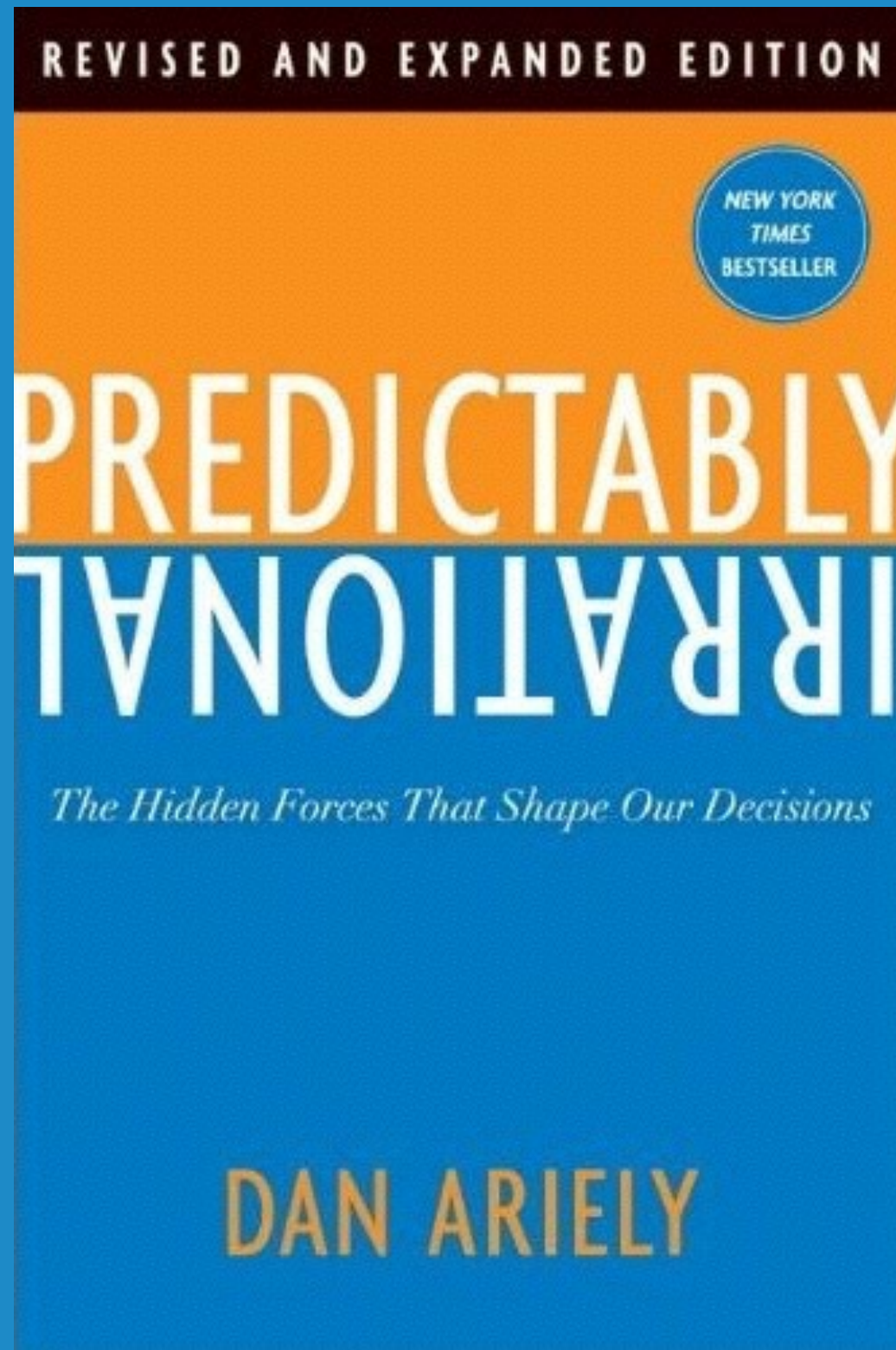
**How can we determine the price
of something?**

**How do people determine if
they're going to buy
something?**

Charlie Rose interview



TED
Talk



"It was more than a century ago
that Oscar Wilde famously
observed that 'people know the
price of everything and the
value of nothing.' In *Priceless*,
we now have the proof."
—Steven Pinker,
The Washington Post Book World



William Poundstone

Bestselling author of *Fortune's Formula*

Group

Professional

Enterprise

Unlimited

Basic sales and marketing
for up to 5 users

\$25

/user/month*
(billed annually)

TRY FOR FREE

Account and contact
management

Opportunity tracking

Lead scoring, routing,
and assignment

Task and event tracking

Customizable reports and
standard dashboards

Mobile access,
customization, and
administration

Chatter — company
social network

Outlook Side Panel and
sync

Case management

Complete CRM for any
size team

\$65

/user/month*
(billed annually)

TRY FOR FREE

**Get all Group
features PLUS**

Campaigns

Customizable
dashboards

Collaborative forecasts

Products, quotes, and
orders

Mass email

Role permissions

Deeply customizable CRM
for your business

\$125

/user/month*
(billed annually)

TRY FOR FREE

**Get all Professional
features PLUS**

Workflow and approval
automation

Report history tracking

Enterprise territory
management

Profiles and page layouts

Custom app
development

Integration via web
service API

Salesforce Identity

Salesforce Private
AppExchange

Unlimited CRM power and
support

\$250

/user/month*
(billed annually)

TRY FOR FREE

**Get all Enterprise
features PLUS**

Unlimited customizations

Unlimited custom apps

Multiple sandboxes

Additional data storage

24/7 toll-free support

Access to 100+ admin
services

Unlimited online training

Group	Professional	Enterprise	Unlimited
<p>Basic sales and marketing for up to 5 users</p> <p>\$25 /user/month* (billed annually)</p> <p>TRY FOR FREE</p> <p>Account and contact management</p> <p>Opportunity tracking</p> <p>Lead scoring, routing, and assignment</p> <p>Task and event tracking</p> <p>Customizable reports and standard dashboards</p> <p>Mobile access, customization, and administration</p> <p>Chatter — company social network</p> <p>Outlook Side Panel and sync</p> <p>Case management</p>	<p>Complete CRM for any size team</p> <p>\$65 /user/month* (billed annually)</p> <p>TRY FOR FREE</p> <p>Get all Group features PLUS</p> <p>Campaigns</p> <p>Customizable dashboards</p> <p>Collaborative forecasts</p> <p>Products, quotes, and orders</p> <p>Mass email</p> <p>Role permissions</p>	<p>MOST POPULAR</p> <p>Deeply customizable CRM for your business</p> <p>\$125 /user/month* (billed annually)</p> <p>TRY FOR FREE</p> <p>Get all Professional features PLUS</p> <p>Workflow and approval automation</p> <p>Report history tracking</p> <p>Enterprise territory management</p> <p>Profiles and page layouts</p> <p>Custom app development</p> <p>Integration via web service API</p> <p>Salesforce Identity</p> <p>Salesforce Private AppExchange</p>	<p>Unlimited CRM power and support</p> <p>\$250 /user/month* (billed annually)</p> <p>TRY FOR FREE</p> <p>Get all Enterprise features PLUS</p> <p>Unlimited customizations</p> <p>Unlimited custom apps</p> <p>Multiple sandboxes</p> <p>Additional data storage</p> <p>24/7 toll-free support</p> <p>Access to 100+ admin services</p> <p>Unlimited online training</p>

and assignment

Task and event tracking

Customizable reports and
standard dashboards

Mobile access,
customization, and
administration

Chatter — company
social network

Outlook Side Panel and
sync

Case management

Customizable
dashboards

Collaborative forecasts

Products, quotes, and
orders

Mass email

Role permissions

automation

Report history tracking

Enterprise territory
management

Profiles and page layouts

Custom app
development

Integration via web
service API

Salesforce Identity

Salesforce Private
AppExchange

Unlimited custom apps

Multiple sandboxes

Additional data storage

24/7 toll-free support

Access to 100+ admin
services

Unlimited online training

Sales and Service Cloud bundle pricing — more than \$600 in value

Performance Edition

\$300

/user/month*
(billed annually)

WATCH DEMO

Fully integrated sales and service platform, including
all Unlimited features PLUS

Single console view for
Inside Sales

Access to new contacts
and accounts

Auto data cleansing

Goals, coaching, and
rewards for teams

Integrated knowledge
base

Live Web chat

Additional sandboxes

Additional data storage

BEST VALUE

Five choices...

\$750

① Choose a model:

iPhone 6
4.7-inch
display
From \$199

iPhone 6 Plus
5.5-inch
display
From \$299

② Choose a finish:


Silver


Gold


Space Gray

③ Choose a carrier:

2-year contract¹ or carrier financing

[Find the right rate plan](#) | [Check your upgrade eligibility](#)



From \$199
or from
\$21.64/month
with AT&T
Next



From \$199



From \$199

Unlocked and contract-free

[Learn more about the unlocked iPhone](#) 



From \$649

SIM-free

From \$649

④ Choose storage:

[How much storage is right for you?](#) 

16GB²

Available to
ship:
In Stock

64GB²

Available to
ship:
In Stock

128GB²

Available to
ship:
In Stock



Summary

iPhone 6 64GB Gold Unlocked

Resources:

- The Information by James Gleick
- The E-Myth by Michael Gerber
- Back to Work podcast by Merlin Mann
- Win Without Pitching by Blair Enns
- Hackers & Painters by Paul Graham
- Thinking Fast and Slow by Daniel Kahneman
- Predictably Irrational by Dan Ariely
- Priceless by William Poundstone
- Million Dollar Consulting by Alan Weiss











Q&A



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[@joeschram](#)