

# Retail X Series | Customer Acquisition: B2B

Davis+Gilbert is a proud sponsor of the ongoing Retail X series. Retail X is a monthly boot camp for early stage, retail-related startups as they launch their businesses. This is a “Retail 101” class for startups in the retail tech, ecommerce, fashion tech and consumer verticals. Learn from founders, retailers, investors and more.

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## Session Overview

This program will cover:

- How to sell to retailers and other business clients.
  - How do I sell into retailers of all sizes?
  - What are best practices for lead generation?
  - What are typical timelines/processes in the funnel?
  - What do retailers want to see from startups?
  - What pricing models work best?
  - What are the pros and cons of going after small customers vs medium size customers vs enterprise customers?
  - How do I structure my sales team in the early stages?
  - How do I structure compensation for my sales team?
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## Panelists

Michelle Bacharach, Co-founder & CEO, Findmine

Karen Moon, CEO & Co-founder, Trendalytics

Chris Langford, Managing Director, Lowe's Ventures

For more information, or to register, please visit the event website.