



# Scrum in Sales

**Denny de Waard**  
**Jeff Sutherland**

# iSense & ...

- **Founded in 1998**
- **+/- 40 employees in Gouda**
- **+/- 40 employees in Bangalore**
- **+/- 200 ICT-professionals**

## **Mission:**

**Increase success & happiness of people and organizations by facing challenges together**

# Business Units iSense

- **iSense ICT Professionals**
  - **Recruitment of ICT professionals (permanent and contract based)**
- **iSense Prowareness**
  - **Agile coaching and training**
  - **Agile Development capacity**
    - **Local**
    - **Offshoring (India)**

# Why consider it?

- **Agile Coaching was a new service**
- **It helped our client teams in India**
- **iSense has a very open/transparent culture**
  - **All company figures are 'public'**
  - **Results are openly discussed**

# Scrum Overview

Roles	Artifacts	Meetings
Product Owner	Product backlog	Sprint planning
Team	Sprint backlog	Daily Scrum
Scrum Master	Burndown	Sprint Review
	Definition of Done	Retrospective

# Roles

- **Product Owner – Managing Partner**
- **Team – Marketing, Sales and consultants**
- **Scrum Master – marketing or sales trainee**

# Product & Sprint Backlog

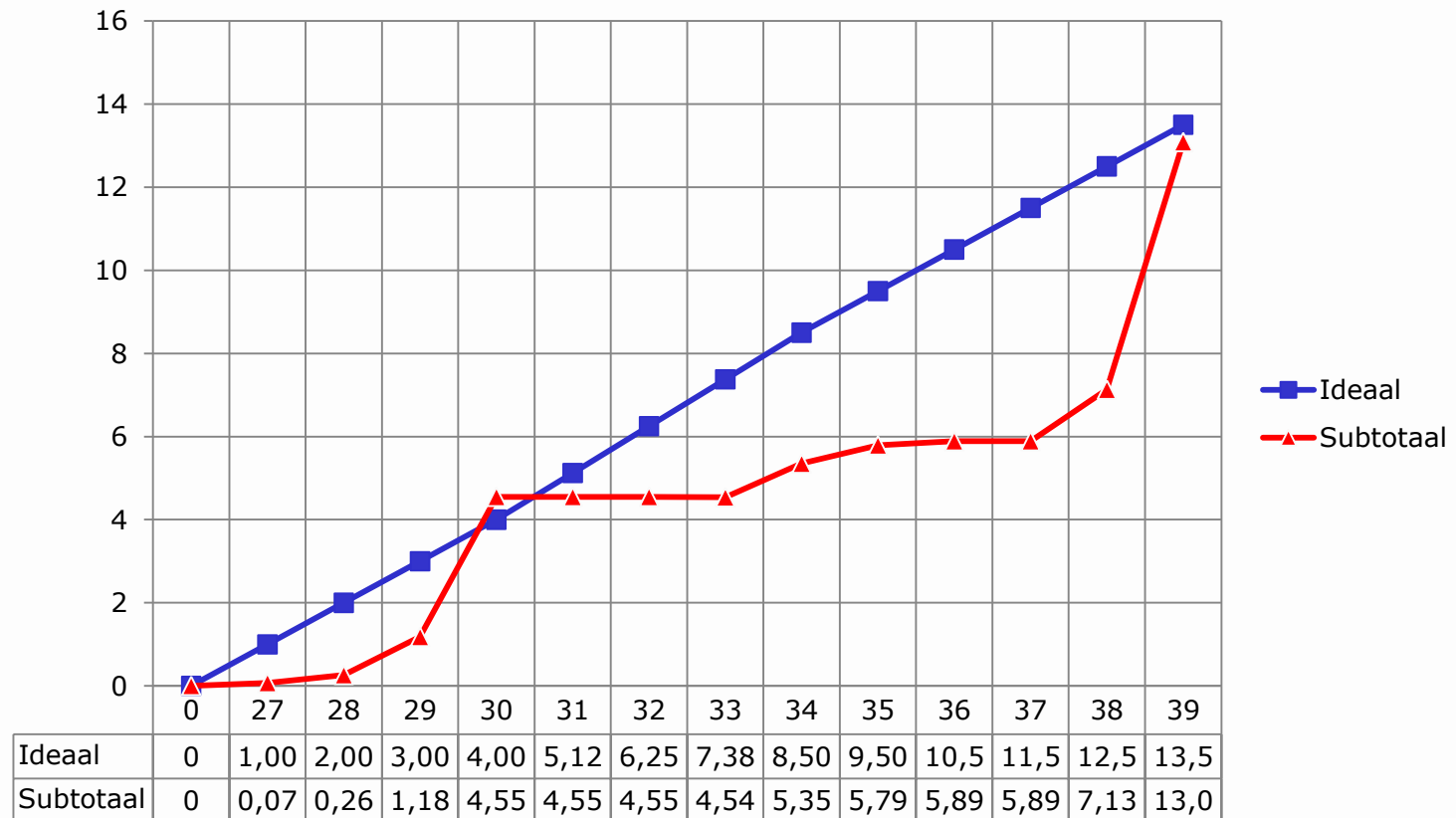
- **Pipeline (product backlog)**
  - **Current Clients**
  - **Deal**
  - **Offer**
  - **Workshop**
  - **'They are interested' (event)**
  - **'We want them'**
- **Sprint Backlog**
  - **What do we need to do this week to move someone through the pipeline?**





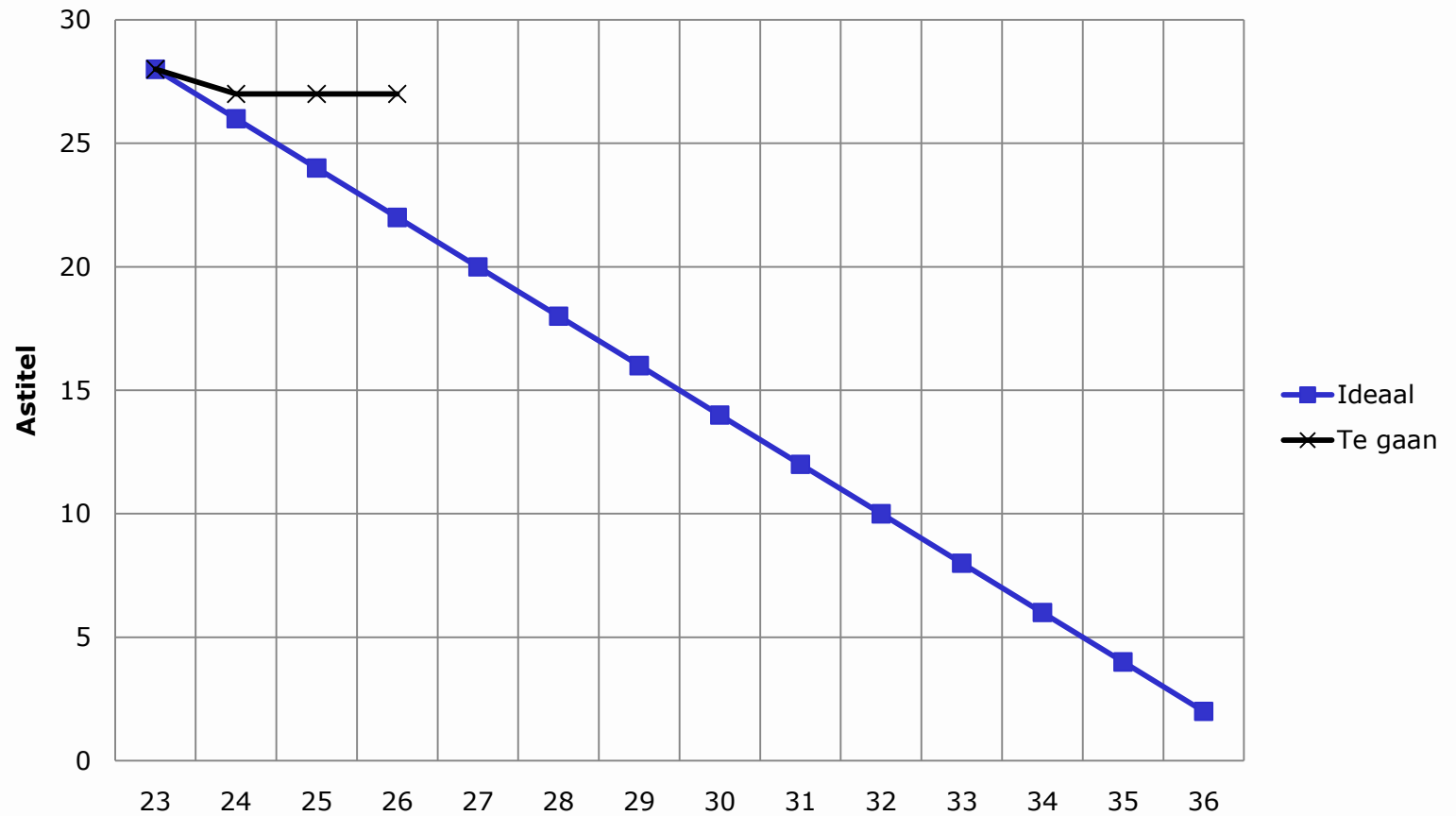
# Burn up

## Waardeplaatsing Q3



# Burn down

Agile Event (16 sep 2011 - W37)



# Definition of Done

- **Signed contract and delivering value to the client**

# Daily Scrum

- **Everyday at 9:15**
  - **If not available, explain the 3 questions to someone else who can share it**

# Retrospective

- **Everybody has to write 2 notes on 3 subjects:**
  - **What went well this sprint**
  - **What caused problems this sprint**
  - **What will cause problems in the future**
- **Helps to end the week positive and create continuous improvement**



# Sprint Planning/review

- **Planning: Monday 9:00 – 10:00**
  - **What actions will we do this week?**
  - **How to improve?**
- **Review: Monday 11:00 – 12:00**
  - **Demo of sales figures (Deals & Leads)**
  - **Wolfpack: how to hunt together?**



# Why are we happy with it?

- **Results increased dramatically!**
  - **1<sup>st</sup> July: revenue 2011 = 2x 2010**
- **Transparency in pipeline**
  - **Everybody can see everything**
  - **Actions can be taken proactively**
  - **Created the wolf pack**
  - **FUN!**

# Questions?

**You can contact me the following ways:**

- **Twitter:** DDW\_NL
- **Email:** [d.dewaard@scrum.nl](mailto:d.dewaard@scrum.nl)
- **Phone:** +31 (0)6-41382428

