Where Do We Go From Here?

The Next Level of DevRel Value

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It's Rough
Out There
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The Cynical DevRel

The cognitive dissonance between

"DevRel is good and pure and unsullied by filthy capitalism"

&

"The company has to generate revenue and DevRel is part of that"

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Who gets to stick around for the encore

Build the Thing

Sell the Thing

If you're not connected in a measurable way to either of these things....

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Get Over Ourselves

We aren't the frontman for Depeche Mode

But even Dave Gahan doesn't think he's better than the rest of the band.

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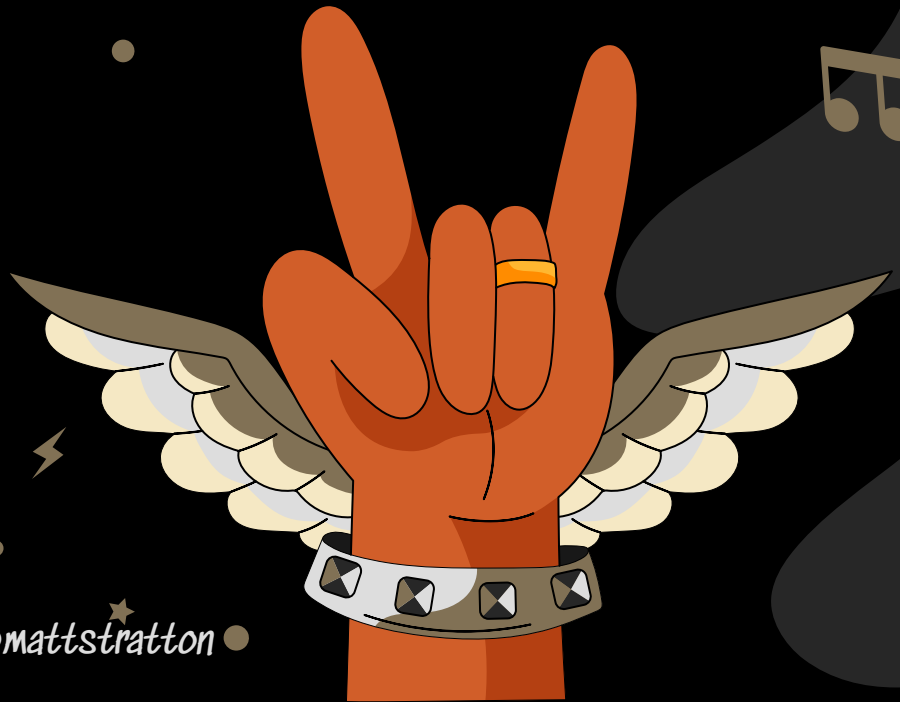
Sales and Marketing

Are not bad people



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Get over yourself

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Devrels get pissed when people say ..... like “devrels are people who can’t code and just travel around to conferences” but make the same kind of snarky comments about sales reps or marketing professionals.

9:32 PM · Oct 22, 2022 from Woodridge, IL

Common Perceptions of Sales Folks

Not technical

Don't understand a technical product and only skills are relationship-based

Dishonest

Will use shady tactics and promise things a product cannot do

All about money

They're "coin-operated"

The Sales Org Isn't (Totally) Evil

No matter what your job is, you'd do it better if you understand how your company makes money. And you'll do that even better if you understand the sales function in your org.

There are toxic people who work in sales. There are also AEs and SAs who know more about how our technology products and organizations work than a lot of the detractors do.

Getting to know how sales and marketing work (and heaven forbid, collaborating with those folks) might teach you a thing or two about your products and users.

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Marketing Are Also Pros

User Research

If we join forces, the sum is greater than the whole of its parts

Get Your Voice Heard

Turns out folks whose job is to get a message heard...know how to do that

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Get over yourself

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Replying to @mattstratton and @shelbyspees

we all want to believe so hard that devrel is not developer marketing, because somehow a lot of folks decided that sales and marketing are icky? But I think that in a lot of ways, devrel IS developer marketing (or at least a lot of it)
and
that
is
not
bad

8:28 PM · Sep 24, 2020

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Do things that require less imagination to show value

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One for them, one for you

Sometimes, you might need to do some top of funnel content

I mean, even Iggy Pop had a song in a cruise ship commercial

The best part about selling out?

...you get paid

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How To Sell Out

...but keep your soul intact

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DevRel Plus Sales, Safely

- Meet with customers and prospects - not to demo the product!
- This is something special being offered to *them*
- The SA or AE can follow up later with how this topic/meeting connects to the product.

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"The most effective salesperson at Chef was Nathen Harvey (VP of Community)"

—Someone Famous (me)

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"Work as Imagined" Vs "Work as Done"

Now is the time to focus on the "work as done" part

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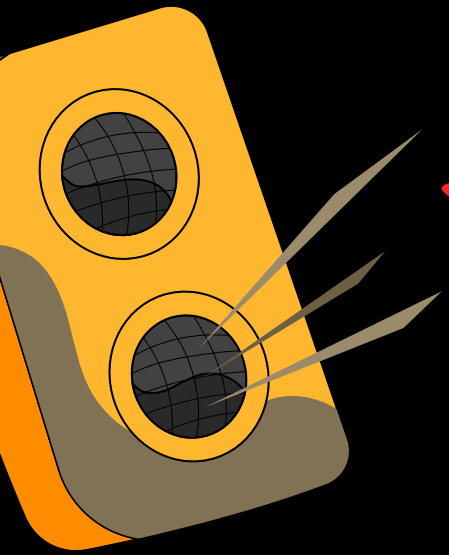
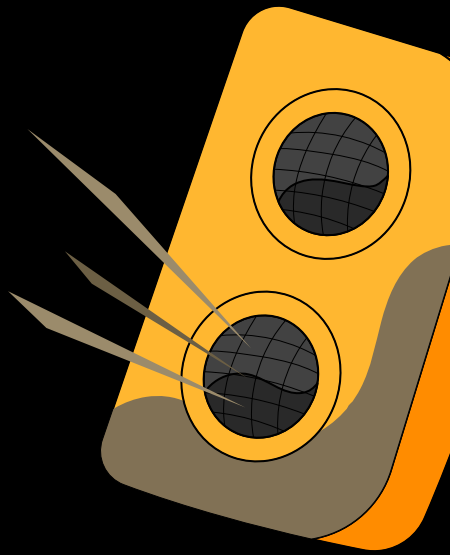
DevRel as BizDev



Your network is vast

DA to DA partnerships



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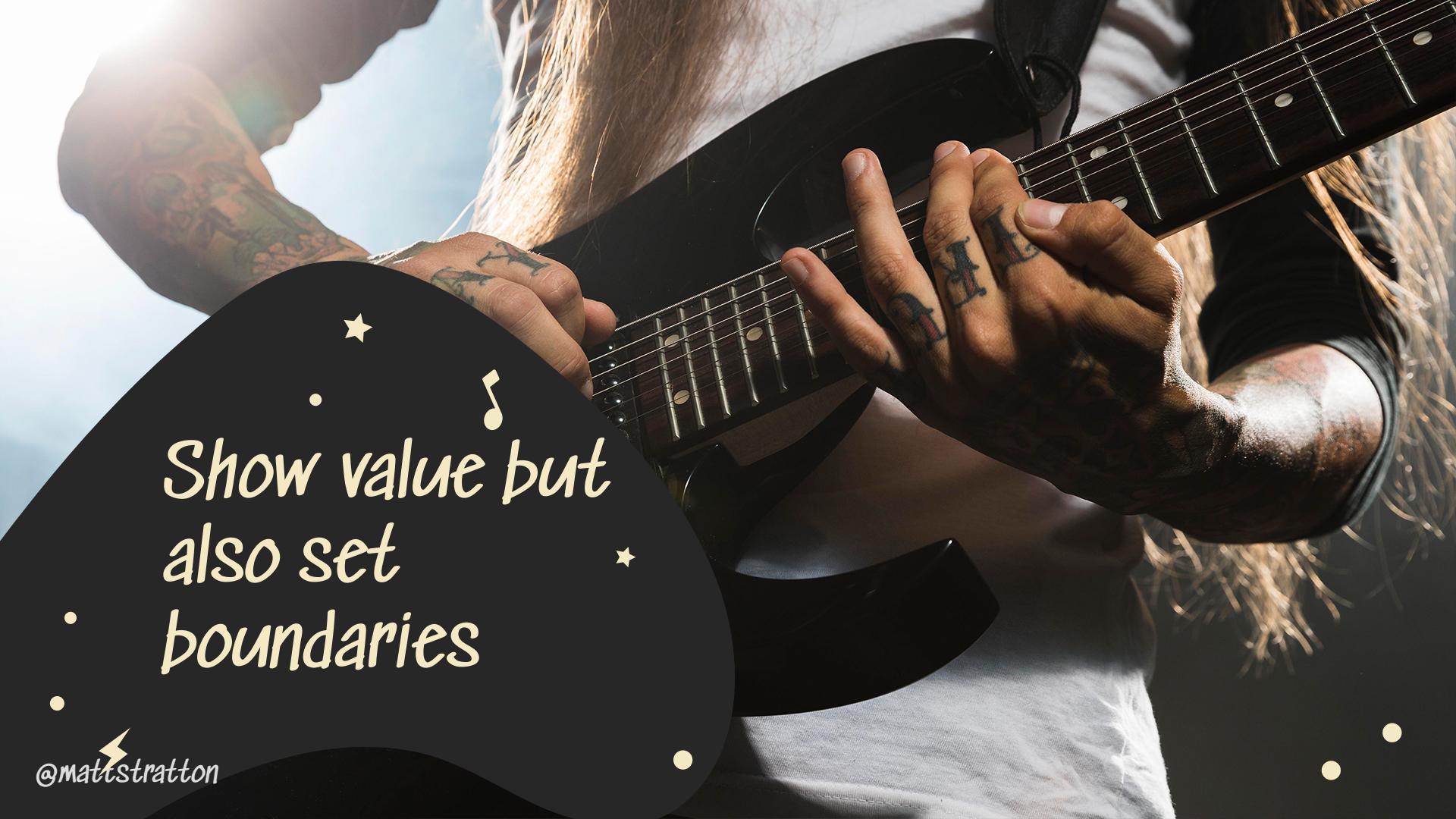
Show value but also set boundaries
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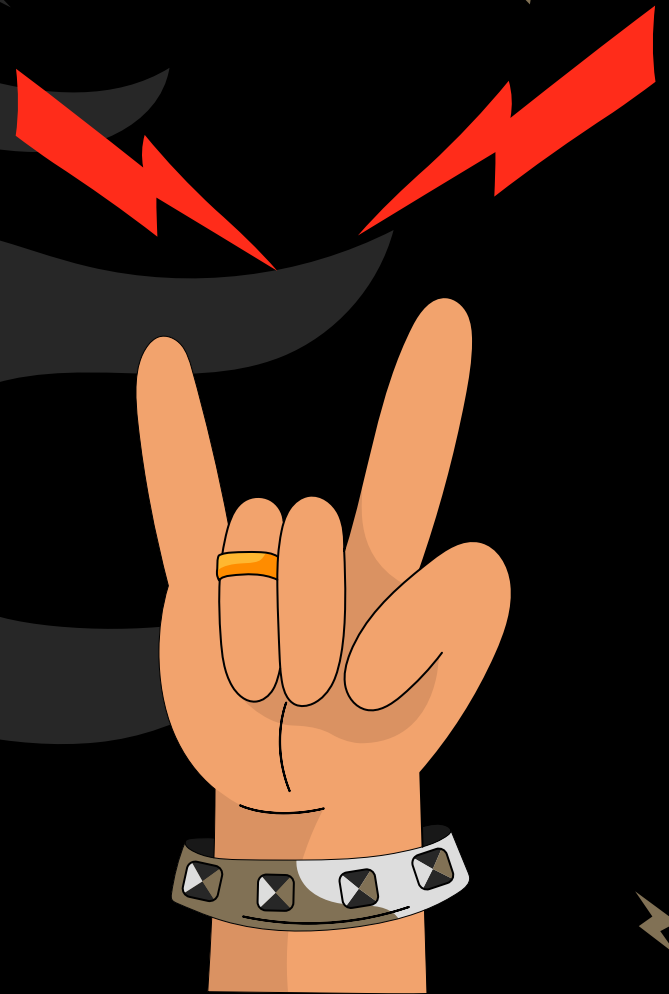
Boundaries can be flexible and situational

Examples of some boundaries

- “I’ll call in a favor from someone - ONCE”
- “I will share *some* promos on my social media, but I will use my own words”
- "I will write about a new feature only after I've gotten to use it, and it will be my impression, not necessarily regurgitating marketing messages"

Go Be Awesome... together



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Thanks

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