

Where Do We Go
From Here?
The Next Level of
DevRel Value





*It's Rough
Out There*

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”

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....

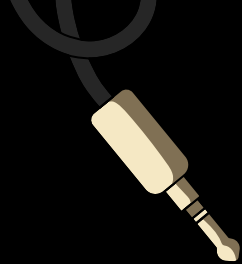


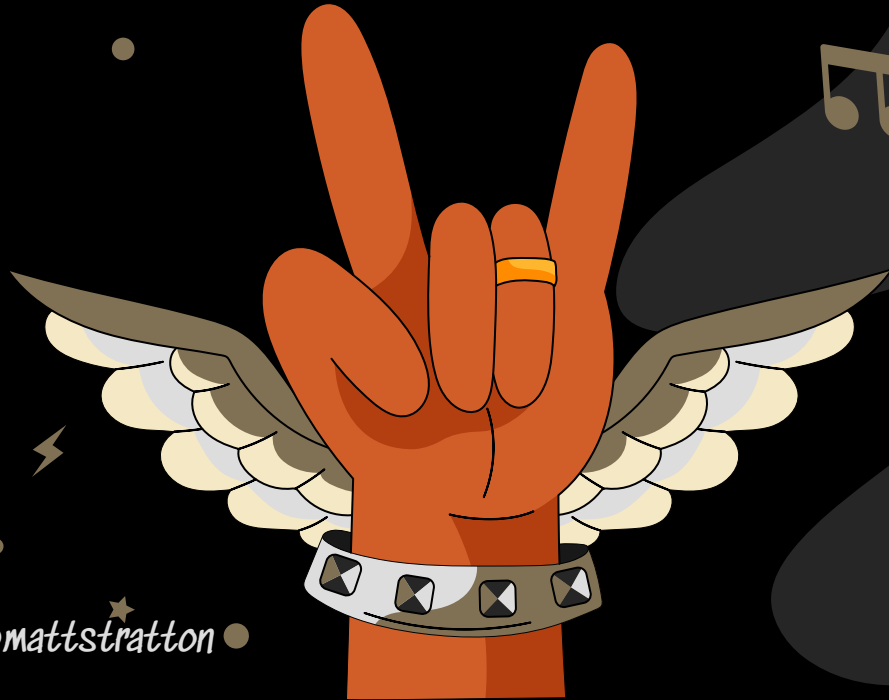


Get Over Ourselves

We aren't the frontman for Depeche Mode

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





*Sales and
Marketing*
Are not bad
people

Get over yourself



Matty Stratton

@mattstratton · [Follow](#)



Replying to @mattstratton

Devrels get pissed when people say things 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.



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



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





*Do things that
require less
imagination to show
value*



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





How To Sell Out

...but keep your soul intact

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.





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

—*Someone Famous*
(me)



"Work as Imagined"
Vs
"Work as Done"

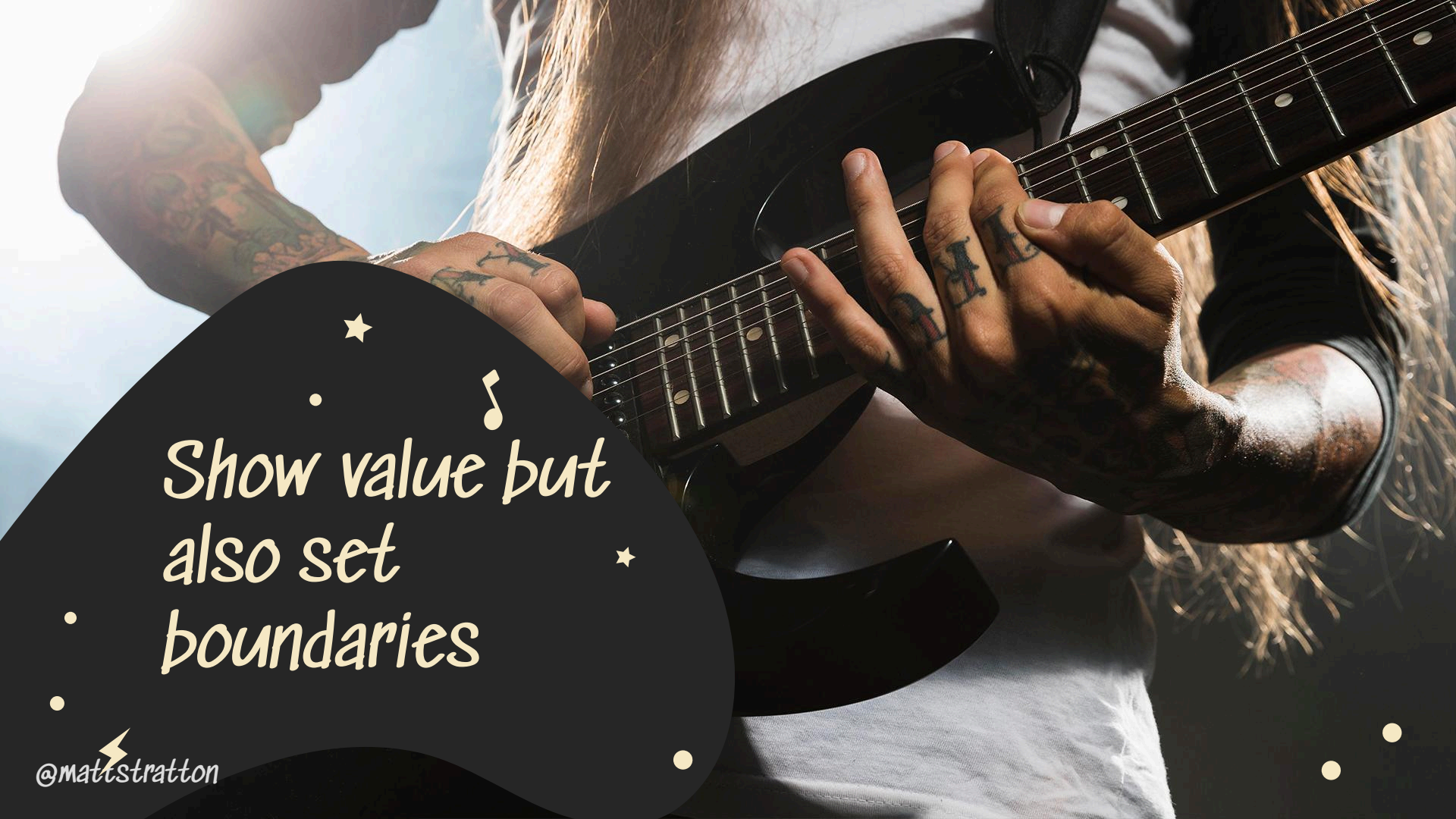
Now is the time to focus on the
"work as done" part



DevRel as BizDev

Your network is vast

DA to DA partnerships



• ★
• ♪
• Show value but
• also set
• boundaries ★

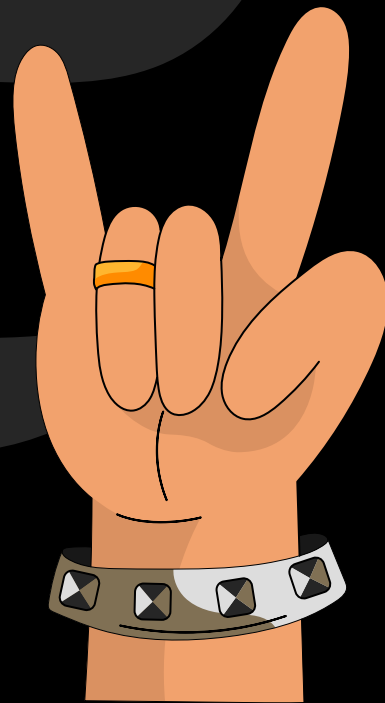
⚡ *Boundaries can be flexible and situational* ★

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



Thanks



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