



Catalyst

# Scale your Sales

Designed for innovation-driven  
scaling companies to equip them  
to sell into global markets

**Scale your Sales is a 4-day deep dive** addressing the **key challenges** in sales that many **growing companies** face in today's **rapidly changing commercial environment**.

**Tailored to tackle the full sales lifecycle, each session will arm you with the knowledge, tools and insights to help you review and upgrade your sales process with a winning strategy for success.**

The programme will be delivered by Kevin Moran and Karagh Kelly from IMS Marketing, an international B2B marketing partner that blends strategic insight and creative design to enable you to succeed in global markets and Kent Summers a serial entrepreneur and seasoned technology executive with 30-year contribution to the Boston entrepreneurship community in operating, volunteer and board roles. Kent is an Executive Leadership Coach at Harvard Business School and teaches the B2B Sales for Start-ups IAP course at MIT, helping founders navigate the innovation sales journey: from start-up to scaleup to successful exit.



Kevin Moran



Karagh Kelly



Kent Summers

## Topics covered will include:

- Understanding your customer and building customer personas
- Attracting your ideal customers and creating a qualified lead generation funnel
- B2B frameworks and building your sales team

Taking place at the **Titanic Hotel, Belfast from Monday 28th November – Thursday 1st December** and open to CEOs and up to 2 team members, Scale your Sales is an opportunity to accelerate your sales success and fulfil the growth potential of your company.

**One-to-one coaching will be offered to a selection of companies who are working on live US Sales opportunities.**

1

**Day 1 will be delivered by IMS Marketing, a B2B international marketing partner for companies seeking to strategically research, develop or expand their businesses internationally.**

### **Customer Value Proposition and Digital Lead Generation**

In this session, you will focus on defining your customer and the initial value proposition to take to market. Key principles associated with market segmentation, customer focus and understanding of various personas within the customer organisation will be explored. Developing your initial value proposition and identifying the elements that will require validation as you further research and explore the market.

The session will also provide you with methodologies and tools to successfully reach customers online. You will explore the role of digital marketing and tools to capture and nurture interest through all stages of the customer-buyer journey.

#### **Key content features:**

- Defining your customer value proposition
- Digital Lead Generation, digital scoping
- Managing the buyer journey
- Sales Pipeline Management

## 2 + 3

Day 2 and 3 will be delivered by Kent Summers, a serial entrepreneur and seasoned technology executive with 30-year contribution to the Boston entrepreneurship community in operating, volunteer, and board roles. Kent is an Executive Leadership Coach at Harvard Business School and teaches the B2B Sales for Start-ups IAP course at MIT, helping founders navigate the innovation sales journey: from start-up to scaleup to successful exit.

### B2B frameworks

This session will address key team sales process challenges that most companies face during early-stage growth, compressed into four highly interactive working sessions over a two-day period. Through instruction, exercises, case studies, real-world anecdotes and group discussion, founders and key sales personnel will learn effective team sales practices to accelerate customer adoption and revenue growth.

### Key content features:

- Learn a framework to improve team sales focus, efficiency and performance
- Acquire critical new selling skills – prospect engagement, stakeholder mapping, how to lower decision barriers, negotiation and closing techniques, revenue forecasting, and much more
- Abandon common sales practices that waste valuable time and undermine customer confidence
- Reinforce the disciplined mindset and behaviours of successful salespeople

## 4

Day 4 will be delivered by Kent Summers.

### Building Out the Sales Team

At each stage of the sales journey — from first sales hire, through small team sales, to sales for scale — the founder must leave behind old thinking and practices and adopt new practices that are necessary for sustained growth. Through instruction, real-world anecdotes and group discussion, founders will learn how to build out a sales team to drive customer adoption and revenue growth.

“

I really enjoyed working with Kent as part of the one-on-one sales Coaching. Kent has a no-nonsense approach to sales and makes complicated concepts easily understood. The company benefited from his coaching by securing a £1m SAAS contract.”

**Jonny Clarke, CEO, Locate a Locum**

“As a result of the programme a couple of years ago we were able to identify where we had a leak in the sales pipeline and by changing some parts of our sales process we significantly increased our conversions from opportunities to new customers. We valued Kent’s experience and training so much we signed up for the programme again and we’ve also worked with Kent independently this year. I would 100% recommend Kent to any business wanting to scale.”

**Leona McAllister, Plotbox**

## Applications Now Open

**Date:**

Monday 28th November – Thursday 1st December 2022

**Time:**

09:00–17:00 (09:00–13:00 on Thursday 1st December)

**Location:**

Titanic Hotel, Belfast

**Cost:**

A contribution of £195 per person is payable by those attending. If bringing 3 attendees\* per company a special rate of £500 will apply.

\*Maximum of 3 participants per company

**To apply for Scale your Sales, [click here](#).**

Please note that you will be required to report on revenue and employee numbers both at time of application and on an annual basis for the next 5 years for DFE reporting purposes.

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“Before the masterclass we struggled with the sales process and deal values... Since working with Kent we’ve tripled our deal value and his sales proposal formula has resulted in deals won!”

**Chris Johnson, CEO, Adoreboard**



Scale you Sales is supported by  
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