

B2B Sales Workshop for Scaleup Ventures

Day 1

Sales People, Customer
Prospecting Process &
Tools

SALES PEOPLE

- The New Sales Mindset
- The Role of Marketing
- Hunting vs. Farming Sales Roles
- The Sales Function
- Salespeople: Myths & Realities
- Effective Sales Personality Traits
- The Sales Learning Curve

PROSPECTING PROCESS & TOOLS

- The Ideal Customer Profile
- Sales Pipeline Methodology
- Outbound & Inbound Lead Gen
- Asking the Right Questions
- Building the Customer Relationship
- Failed Sales *Case Study 1*
- Pipeline Turnover
- How to Manage Objections

Day 2

Customer Prospecting,
Sales Economics,
Target Markets

CUSTOMER PROSPECTING

- Failed Sales *Case Study 2*
- Evangelism and Ghosting
- Getting Beyond 1-on-1 Conversations
- Prospecting – Do's and Don'ts
- The Team Selling Process
- Keys to Productive Pipeline Mgmt
- How to Manage Customer Timing

SALES ECONOMICS

- Understanding Sales Economics
- Failed Founder: *Case Study 3*
- How to Forecast Revenue
- End-to-end Metrics: *Case Study 4*
- Essential G2M Metrics

MARKETS & COMPANY CHARACTERISTICS

- What to Expect, and Impact on Sales Approach and Practices

Day 3

Channel Sales, Direct
Sales Tactics &
Tradecraft

CHANNEL SALES

- Direct Sales vs. Channel Sales
- Types of B2B Channels
- Prerequisites to Channel Sales
- Channel Partner Models
- Channel Sales Strategy: a *Case Study*
- Potential Benefits of Channel Sales
- Potential Drawbacks of Channel Sales
- Standard Partner Business Terms
- Managing Exclusivity and Conflict
- Practical Guidelines for Pursuing a Channel Sales Strategy

SALES TACTICS & TRADECRAFT

- Taking Ownership of “No”
- “Off-Ramping” Sales Technique
- Value Proposition Framing
- Why People Buy – Drivers
- Building Confidence: Stories vs. Facts
- Selling into Unknowns

Day 4

Pricing, Pilots,
Inside the Buyer's Org,
Agreements &
Negotiation

PRICING, PACKAGING, AND PILOTS

- Product Pricing and Packaging Models
- How to Execute a Successful Pilot
- How to Compete as a Startup

INSIDE THE BUYER'S ORGANIZATION

- How to Overcome Status Quo Bias
- How to Manage Blockers
- The Decision-Making Unit: Stakeholder Mapping and Messaging
- How Organizations Buy
- Effective Sales Meeting Management
- Importance of Account Debriefs
- Failed Sales *Case Study 5*
- How to Build Collaborative Agreements
- Effective Negotiating Techniques
- Marketing Customer Success

Format

8:00am	Coffee
8:30am	Morning Session I
10:30am	Morning Break
10:40am	Morning Session II
Noon	Lunch
1 to 3pm	1-on-1 Discussions



SPINNAKER
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