

321 Sales Academy

Fall 2017

Sales 101

Pre-requisite: None

A full-day crash-course in B2B sales for business and technical founders and execs. You'll learn:

- The role of sales vs. business development or marketing
- Different sales approaches and how to pick the right approach for your business
- Best practices required to win at sales
- The importance of sales process, and how the right process leads to faster closes and bigger deals
- How to get your entire company aligned to drive revenue – from sales to marketing to product

Optional BMC Workshop: Wednesday, October 11 from 5 – 8PM

Sales 101: Thursday, October 12 from 9AM – 5PM

Register: <https://321salesacademy.eventbrite.ca>

Cost: \$375 + gst (one time offer)

Lean Sales

Pre-requisite: Sales 101

This program includes 8, ½ day sessions plus a 1:1 coaching session. Startup execs will:

- Develop and implement a sales process that supports your buyers' journeys
- Nail your value proposition so your sales message is on target
- Get your pricing right – in context of your customer ROI and your margins
- Learn how to deliver great demos and presentations
- Identify how to beat competitors and when to walk away
- Learn how to focus on your most promising prospects
- Understand how to negotiate, close and get to a signed contract more effectively

Kickoff: Thursday, October 26	5 – 6:30PM	Session 5: Thursday, December 14	9AM – 1PM
Session 1: Thursday, November 2	9AM – 1PM	Session 6: Thursday, January 4	9AM – 1PM
Session 2: Thursday, November 9	9AM – 1PM	Session 7: Friday, January 12	10AM – 2PM
Session 3: Thursday, November 23	9AM – 1PM	Session 8: Thursday, January 18	9AM – 1PM
Session 4: Thursday, December 7	9AM – 1PM	Demo Day: Tuesday, January 30	5 – 8PM

Register: <https://321salesacademy.eventbrite.ca>

Cost: \$1,875 + gst (includes cost of Sales 101)

Discounts available for multiple attendees per company.

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