

# 321 Sales Academy

Spring 2018

## Sales 101

Pre-requisite: None

A full-day crash-course in B2B sales for business and technical founders and execs. You will 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

Wednesday, February 7<sup>th</sup> from 9-5PM\*

OR

Friday, February 23<sup>rd</sup> from 9-5PM\*

\* BMC workshop will be available the night before each session from 5-8PM

Register: <https://321sales101.eventbrite.ca>

Cost: \$600/person (early bird pricing available)

## 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: Wednesday, February 28	5:00 – 6:30PM	Session 5: Friday, April 27	9:00AM – 1:00PM
Session 1: Friday, March 9	9:30AM – 1:30PM	Session 6: Friday, May 11	9:30AM – 1:30PM
Session 2: Friday, March 16	9:00AM – 1:00PM	Session 7: Friday, May 25	9:00AM – 1:00PM
Session 3: Thursday, March 22	9:00AM – 1:00PM	Session 8: Friday, June 8	9:30AM – 1:30PM
Session 4: Friday, April 13	9:30AM – 1:30PM	Demo Day: Thursday, June 14	5:00 – 8:00PM

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

Cost: \$1,500/person (discounts available for multiple attendees per company)

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