

Sales & Business Development

Curriculum Roadmap

	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
<u>Week 1</u>	Customer Engagement (inbound model)	Customer Engagement (outbound model)	Customer Engagement (company role play)
<u>Week 2</u>	Driving the sale (science, process)	Driving the sale (science, pipeline)	Tools
<u>Week 3</u>	Selling: The Art	Selling: The Art	Selling: The Art
<u>Week 4</u>	Managing Relationships	Managing Relationships	Partner Development
<u>Week 5</u>	Project Work	Project Work	Project Work
<u>Week 6</u>	Project Work	Project Work	Project Work
	<u>Day 4</u>	<u>Day 5</u>	
	Cross-Track, Project work	Demo / Evaluation Day	



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Topics within each module

Customer Engagement (inbound model)

Qualifying the prospect
Research
Selling vs. educating
Role Playing (generic)

Driving the Sale (Science, Process)

Prioritization
Forecasting
Territory Development

Indirect

Channel Selling
Partnership Development
Strategic Relationships
Selling 'to' then 'with'

Customer Engagement (outbound model)

Research
Elevator Pitching / Cold Calling
Tactics, Techniques, Qualifying
Leave Behinds (email, voicemails)

The Art

Honest Selling
Success Story Development
Quid Pro Quo
Expectation Setting
Tone, Delivery, non-verbal

Tools

CRM (SalesForce, Mercato)
Jigsaw, LinkedIn
Marketing Automation
(Mailchimp, YesWare)

Driving the Sale (Science, Process)

Inbound vs. Outbound
Objection Handling
Closing Skills
Negotiation

Relationship Management

How and how often
Effective farming techniques
Account planning & development
Account management