Sales & Business Development
Curriculum Roadmap

	Monday	Tuesday	Thursday
Week of June 18	Customer Engagement (inbound model)	Customer Engagement (outbound model)	Customer Engagement (company role play)
Week of June 25	Driving the sale (science, process)	Success Management (science, pipeline)	Tools
Week of July 2	Selling: The Art	Selling: The Art	Selling: The Art
Week of July 9	Managing Relationships	Managing Relationships	Partner Development
Week of July 16	Project Work	Project Work	Project Work
Week of July 23	Project Work	Project Work	Project Work

Wednesday	Friday
Cross-Track, Project work	Demo / Evaluation Day

BOSTON STARTUP SCHOOL

Customer Engagement (inbound model)

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

Customer Engagement (outbound model)

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

Driving the Sale (Science, Process)

Inbound vs. Outbound
Objection Handling
Closing Skills
Negotiation

Success Management (Science, Process)

Prioritization
Forecasting
Territory Development

The Art

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

Relationship Management

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

Indirect

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

Tools

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