

Chris Schaum



ENTERPRISE SALES SUMMER SLAM

**REVOLUTIONIZE SELLING TO THE C-SUITE IN
8 WEEKS.**

If you answer "yes" to two or more
of these questions, the Summer
Sales Slam is for you:



1. Do you want to finish the summer ready to have the best Q3 and Q4 of your life?
2. Are your products not connecting with the C-suite or getting the priority they deserve?
3. Are you tired of lengthy, complex sales processes?
4. Do you want to become a trusted advisor to your clients' executive teams?
5. Do you want more concise, connected conversations with your prospects/clients that lead to the largest deals of your career?
6. Do you want to shorten your sales process by 30-40%?
7. Do you want extra cash for your opening weekend ski trip to Aspen, or winter trip to St. Barts?

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What Will You Get?

- Eight 75-minute live group coaching sessions with Q&A
- Coverage of timeless processes, principles, and tools, not just tips or hacks
- Systems and best practices, not fly-by-night tricks
- Weekly training calls, videos, and templates we use ourselves and with private clients
- Coaching on live deals

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Curriculum



- Finance for Sales 101 and 201
- Refining Your Sales Process
- Strategies to Make Your Calls and Meetings More Effective
- Finding Compelling Reasons to Buy
- Handling Resistance
- Next-Level Discovery Meetings Through Effective Questioning
- Decision Making and Negotiations
- Territory Management and Review Meetings
- Selling in Competitive Environments

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Why work with Chris?

1. I used to hate sales. I went through every training system you can think of. I realized they were all trying to be complex for the sake of "being proprietary." I sorted out how to make B2B simple. Once it became simple, it became fun.
2. Finance is the language of executives, but most sales professionals, even CROs, don't get it. I'll make it easy for you.
3. I'll teach you how to sell any product or service as an investment any CEO can get behind.
4. I've been a part of over \$200 million in closed deals.
5. Don't take my word for it—read the next few pages.

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Jim Kyung-Soo Liew, Ph.D. · 1st

Finance x GenAI! 🦄 | Top 10 US Quant and Finance Professor | Senior AI Advisor SME (CMS)

May 1, 2024, Jim Kyung-Soo was Chris' client

I highly recommend Chris's sales training course, which I had the privilege of completing recently. His exceptional ability to demystify complex sales processes has transformed the way participants approach sales, making it simpler and more intuitive. Chris's creativity in presenting products is evident throughout his course, where he teaches innovative strategies that engage and inspire. His expertise particularly shines when explaining how to effectively present the financial aspects of products and solutions to C-suite executives, ensuring that all attendees can articulate compelling business cases. Taking Chris's course has been immensely beneficial, and I can confidently say that his training empowers sales professionals to elevate their skills and achieve outstanding results. Grade: A+!

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John Miri  · 1st

Expert on Electric Grid Cybersecurity | 25-Year Tech and Cybersecurity Veteran | Digital Transformer at Scale | Solver of Intractable Problems

May 23, 2023, John was Chris' client

TL;DR: Chris Schaum is the jedi master who will help you sell more.

FULL REVIEW: When I talk to other founders like myself, we all have the same massive problem: we don't like sales and we aren't good at it. Chris solved that problem for me.

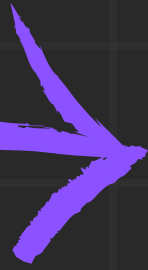
Founders like me are always pitching -- whether to investors, partners, potential customers, key hires, regulators, or someone else. We need to be good at it, whether we are in a direct sales role or a general leadership position. To get great at it, you need to call Chris.

Chris has a very strategic approach to sales, especially when it comes to understanding complex enterprise sales cycles. Chris understands how to sell to corporations and large organizations -- and it is NOT as simple as a transactional sale. He had fantastic insights that I have heard no where else that helped me get into the head of my potential customers. With Chris's help, I can connect in a way that I never could before.

Chris also asked me probing questions about my mission that went way beyond sales tactics. He helped me improve my service offerings and business plan. Massive bonus.

Chris's sales training earned me new revenue that was at least 20x the cost of his program -- before the program even ended. And the lessons he taught me will improve my business forever.

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—KEELEY HUBBARD—  · 1st

→ Sales Coach / 💰 Capital-Raising Expert / Speaker & Trainer / 🎙️ Podcast Host / 🍷 Texas Vineyard Developer & Operator / ❤️ 7th Generation Proud Texan

April 26, 2023, —KEELEY was Chris' client

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Chris is unlike any sales coach I've ever worked with (in the best way possible!) His understanding of corporate budgets and capital allocations has given me a fresh take on how to truly speak to and serve the C-suite in a sales process. He helped me uplevel my mindset about money and charging what you know you're worth, not what you think people are willing to pay you. If you're in B2B or enterprise sales, I highly recommend working with him - I'm confident it'll be one of the best investments you've ever made in your business!

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Brandon Taylor  · 1st

Builder of Scalable B2B Sales Machines | Enterprise Sales | CRO Growth Board | 5X High Growth Sales Leader | M&A | Board Advisor

May 2, 2024, Brandon was Chris' client

Chris is the epitome of professionalism, showcasing exceptional business acumen and an unparalleled understanding of company financials. His ability to intricately tie a company's value proposition to its financial metrics is nothing short of remarkable, consistently resulting in the closure of multi-million dollar deals.

Chris's intelligence is evident in every interaction, as he navigates complex business landscapes with ease and precision. His astute networking skills enable him to forge valuable connections effortlessly, amplifying the reach and impact of any commercial endeavor he undertakes.

Chris has demonstrated a remarkable talent for positively impacting commercial organizations on a global scale. His strategic insights and relentless dedication have undoubtedly propelled numerous companies to new heights of success.

Chris is an invaluable asset to any organization and I'm fortunate enough to collaborate with him in multiple companies. His blend of intelligence, professionalism, and global impact make him a true standout in the business world.

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Chris Schaum

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 **Zach Reinke** · 1st

SFMC | Automation | BBQ

April 20, 2023,  Zach was Chris' client

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I had the pleasure of going through Chris and Adam's sales training course recently. There's no doubt the two are passionate about helping others and their teachings are easily implemented. If you ever get a chance to work with them, I highly recommend it! I'm looking forward to putting everything I learned together to help accelerate my career.

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Heather Griswold Lisle · 1st



👉 Nail Your Message. 🧑‍💻 Lead Your Team. 📈 Scale Your Business. 🖥️ 20+ yrs Comm/Mktg/PR Leader -
- > Register for my FREE training on May 18 - How to Read the Room Like a Master Networking Guru in
30 Seconds or Less!

April 20, 2023, Heather was Chris' client

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Chris is a rockstar. I've been working with him the past few months, and the nuggets of information I've learned from him have helped me grow my business in ways I couldn't even imagine.

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Collin Teaster  · 1st

Vice President at Breach Capital Partners

May 12, 2023, Collin was Chris' client

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Chris is a 10000/10 human being/leader and somehow an even greater sales teacher.

Love how he thinks and am grateful for our time spent together. Would without hesitation recommend him to anyone that asks.

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Adam Mohamed  · 1st

DJ/Producer turned Enterprise Account Executive | Elevating CX @ Flip

April 21, 2023, Adam was Chris' client



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Chris is an absolute gem, and a master of delivering impactful messaging to prospects about the financial benefits of a deal. Loved taking the course spearheaded by Chris and Adam, would recommend highly to any SaaS professional looking to take the next step in their career development.

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Ashley Isrow · 1st

Entrepreneurial Tech Girl ⭐ Book Worm 🤖 ⭐ EQ Obsessed ⭐ Golfer- In-Training. Kindness is my superpower. 🥰

April 20, 2023, Ashley was Chris' client

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Just finished an epic sales course with Chris and Adam. The modern day sales principles that they taught brought tremendous value to my business. From prospecting to asking the right questions during meetings to negotiating, this course was filled with amazing takeaways. Any sales rep that is looking to make more money and become better at their craft should absolutely invest in this course.

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 **Carl Champagne**  · 1st

Account Executive

May 11, 2023,  Carl was Chris' client

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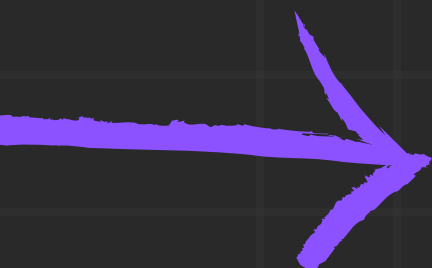
Working with Chris has been revolutionary in my organization's enterprise sales and revenue-generating processes. Chris would be an amazing resource to start-up organizations, sales professionals, entrepreneurs, or any business wanting to increase sales. In the training with Chris, I was able to see many different CEOs, entrepreneurs, AE's, and sales leaders have transformational experiences in their businesses. I and my organization were able to learn and implement specific strategies for outbound lead generation, event marketing, relationship building, and closing the deal. Chris Schaum over-delivered so much value in his training by providing us with extremely useful custom materials and tools that he created. The biggest take away from working with Chris for me has been understanding how to use financial persuasion to acquire deals with high level decision makers. If you are a CEO, sales leader, AE, entrepreneur or anyone looking to acquire more customers working with Chris is a no brainer.

[Sign up here!](#)

CHRIS SCHAU



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