

The Essential Sales Playbook – Part 1 *Establishing a solid foundation*

Summary:

Are you a business owner, entrepreneur or sales professional focused on a business-to-business environment? Learn how to close more deals and increase your company revenue by developing a strong value proposition for your brand. Participate in breakout sessions that will help you identify ideal customers and formulate a strategy to bring new customer to the table. This first of three classes is designed for business owners, entrepreneurs, and professionals looking to take their sales to the next level.

Topics to be covered:

- Developing a strong value proposition for your business
- Identifying your ideal customer profile (ICP)
- Formulating a demand generation strategy to drive new customers

Prerequisites:

- You are a business owner, entrepreneur or B2B sales professional

About your presenter:

[Dave Hanley](#) is an entrepreneur, seasoned B2B sales practitioner and coach. As a three-time co-founder, he has been instrumental in building three bootstrapped technology companies into sustainable, profitable industry leaders. In each of his three companies, Dave started as the first salesperson and scaled all three businesses to 8-figures in revenue by building out the sales teams and processes. In total, these three businesses achieved exits totaling more than \$200 million. Dave is also the author of [The Delusional Founder](#), a guide for founders looking to reach their first \$10 million in sales.

Vitals

Cost:	\$30 (\$20 CDC members)	Difficulty:	Beginner - Intermediate
Class start time:	9:00am	Computer:	Not required
Class length:	2.0 hours	Scholarships:	Available
Class size:	40 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403

Parking: Charleston Tech Center Garage