



## **The Entrepreneur's Sales Playbook – Part 1** *Establishing a solid foundation*

### **Summary:**

Many entrepreneurs believe “if we build it, they will come”. The reality is, selling well really matters when it comes to achieving sustainable double-digit revenue growth. If your company’s revenue growth is stagnating or you aren’t winning enough deals against your competition, this program will give you a whole new way of looking at your approach to B2B sales.

### **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

### **What you will learn:**

In the first part of the two-part “Entrepreneur’s Sales Playbook Series” you’ll learn the foundation of creating a sales playbook for your business based on a proven methodology that has been successfully implemented by growing businesses in SaaS, enterprise software/services, consulting and other B2B segments.

### **Prerequisites:**

- You are an entrepreneur, business owner, salesperson or sales leader in a B2B setting.
- Your business has a product or service that provides tangible value to customers.
- You are looking to increase revenue and bring in new customers.

### **About your presenter:**

[Dave Hanley](#) is an entrepreneur and seasoned sales practitioner. As a member of three founding teams, Dave has been instrumental in building three bootstrapped technology companies into sustainable, profitable industry leaders. Currently, Dave is Chief Revenue Officer for [Libsyn](#), a podcast hosting and advertising provider. Libsyn acquired AdvertiseCast in 2021 which Dave co-founded in 2017. Prior to this, Dave was co-founder of Risk Control Technologies Inc. and Insurance Systems Inc. where he was responsible for sales and business development. In these roles, Dave drove over \$100 million in SaaS and enterprise software revenue.

### **Vitals**

Cost:	\$30 (\$20 CDC members)	Difficulty:	Intermediate
Class start time:	9:00am	Computer:	Required
Class length:	2 hours	Scholarships:	Available
Class size:	40 persons		

**Location:** 4 Conroy Street, Suite A, Charleston, SC 29403    **Parking:** Charleston Tech Center garage