



## The Entrepreneur's Sales Playbook – Part 2

### Driving revenue

#### 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:

- Creating a repeatable, teachable and scalable sales process
- Calculating your sales funnel math
- The ‘Client Health Check’ process to drive more revenue from existing customers
- Sales demos that convert

#### What you will learn:

In the second part of the two-part “Entrepreneur’s Sales Playbook Series”, you will learn how to create a sales process that drives revenue 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