



The Entrepreneur's Sales Playbook – Part 3 *Building and managing an effective sales team*

Summary:

The transition from an entrepreneur doing the selling to hiring a team of salespeople can be challenging. This class is tailored for entrepreneurs who have entered the leadership phase of their business journey.

Topics to be covered:

- A proven framework for hiring great salespeople
- Onboarding new sales hires to ensure success.
- Sales management essentials

What you will learn:

In this class, you will learn how to build a sales team that will contribute directly to the growth of your business and revenue. This approach is based on a proven methodology that has been successfully implemented by expanding companies in SaaS, enterprise software/services, consulting, and other B2B sectors.

Prerequisites:

- You are an entrepreneur, business owner, 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