



The Essential Sales Playbook – Part 3
Building and managing an effective sales team

Summary:

Elevate your career from a jack-of-all-trades to a leadership role by learning how to build and manage a high-performing sales team.

Topics to be covered:

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

Prerequisites:

- You are a business owner, entrepreneur or 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:	Intermediate
Class start time:	9:00am	Computer:	Not 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