



The Essential Sales Playbook – Part 2

Driving revenue

Summary:

Discover strategies to convert leads into sales with hands-on breakout sessions. This class will guide you in scaling your sales process and crafting compelling presentations that drive revenue. Join us for the second installment of this three-part series.

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

Prerequisites:

- You are an 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