



The Entrepreneur's Sales Playbook

A proven framework and approach for growth-focused businesses

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:

- How successful B2B businesses win more deals simply by selling well.
- How to craft a value proposition that will stand out from the competition.
- Building out a sales presentation and product demo that converts new customers.
- How to identify your ideal customer profile (ICP) to drive more sales & greater profits.
- How to make outbound prospecting more effective (and fun!).
- The proven go-to-market process for growing businesses.

What you will learn:

You'll learn how to create 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:	\$80 (\$60 CDC members)	Difficulty:	Intermediate
Class start time:	9:00am	Computer:	Required
Class length:	4 hours (2 parts x 2 hours)	Scholarships:	Available
Class size:	40 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403

Parking: Charleston Tech Center garage adjacent