VentureSCALE
BY SALES ASSEMBLY

Building the Foundation for Maximum Revenue Capacity

The Sessions

Date	Topic
10/6/20	**Foundations - The Five F's & Modern Sales Philosophy**
In this kickoff session, participants will get to know each other, then quickly jump into the foundation. Each participant will leave this session with a foundation (called the "Five F's of Building Revenue Capacity") which will serve as their guide for planning, strategizing and communicating their revenue capacity plan and activities. Participants will also have an understanding of what "modern" selling is, having a core understanding of today's most effective selling philosophy.	
10/13/20	**Fundamentals - Your sales process / The presentation choreography**
Each participant will leave this session with a new understanding of the role of a "sales process", the importance of aligning it to the buying journey. They will also learn an easy way to choreograph their presentations to not only tell a great story, but compel the intended audience to action.	
10/20/20	**Building your ICP**
If you're like most entrepreneurs, finding and honing your focus is hard. You want to sell to everyone, but some categories of companies quickly become highly distracting science projects. In this session, we'll explore the importance of firmographic and demographic focus, and help you firmly determine which clients you'll say "yes" to (focus on), which you'll say "no" to, and what criteria you'll use to determine the gray areas / opportunities for growth.	
11/3/20	**When & Who to Hire / Sales Organization Structure**
Now that we've determined our FOCUS, we can begin to build and plan for a FIELD organization to support that focus...not the other way around. What profiles should you be on the lookout for first, second and third? When should you hire a leader? When should you hire sales operational support. We'll tackle all of these questions here.	
11/10/20	**Talent Selection / Recruiting**
With the structure in place, we now have to begin the process of sourcing talent. What are the best practices around optimizing the process by which you recruit, diversify, interview, and select the right talent for the right roles.	

11/17/20	**Outbound Strategies**
For most organizations, prospecting is the key link between success and failure. Your targets are getting bombarded daily, and in addition to all their other priorities, only a select few breakthrough. In this session, we'll work on creating the right balance in your prospecting efforts through email scripting & execution, outbound calling strategies and social selling.	
12/1/20	**Inbound Strategies**
Relying solely on outbound is a constant task of pushing a boulder up a hill. However, if you can create ways to magnetize your prospects to your offerings, consistency rises, growth rises, and the health of your business rises. In this session, we'll explore best practices around driving an inbound model - and help optimize the process those inbound opportunities go through to maximize conversion.	
12/8/20	**Sales Negotiations**
Does it often feel like you need a different personality to negotiate a deal than it does to drive the purchase decision? In this session, you'll learn a simple, easy to implement, transparent framework for all of your pricing conversation that maximizes the value of your deals, drastically reduces discounting, and increases deal predictability.	
1/12/21	**Demo Strategies**
Proof. As human beings, we're all wired to predict our experience with a product or service. Will this solution do what we need it to do? Will this solution work in our environment? Will this solution be intuitive enough to execute with the team we have? So often, that requires a demo. In this session, we'll explore how to prepare and execute demonstrations in a way that satisfies the brain's desire to predict.	
1/19/21	**Client Success / Account Management**
Nothing optimizes the chances a customer will stay, buy more and tell their friends that an optimal 1st year experience. In this session, we'll help you map your year 1 new customer journey, explore how to execute quarterly business reviews, health check scorecards, and how to hire & compensate client success personnel.	
2/2/21	**Compensation & Comp Plan Configuration**
How much do these people cost? How do I compensate them so they are rewarded fairly for their efforts, motivated, engaged, but not so much that we aren't a strong, healthy business? In this session, we'll explore the compensation expectations for each sales role based on the market, then talk through easy to implement variable compensation structures that scale.	
2/9/21	**Sales Onboarding & Enablement**
Salesperson productivity (SPP) is a board's favorite term. It influences decisions around when to hire sellers, how many to hire, and the impact on growth projections. The key? How effectively and quickly you can onboard new people into the selling organization. In this session, we'll explore modern best practices for creating a great onboarding experience that also speeds time to productivity.	

2/16/21	**Sales forecasting, KPI’s and Metrics**
When we can measure everything, we often do. In this session, we’ll explore the metrics & KPIs that truly matter to drive proactive recognition of the state of the business..and how to create a forecast that predicts the future.	
3/3/21	**Tech Stack / Optimizing your CRM**
The sales & marketing tool ecosystem has exploded. The first step? Getting your CRM right. From there, how do you determine what tools you really need, which ones you don’t, and how to make that determination. This session will help you get the answers.	
3/10/21	**Modern Sales Leadership & Building a Culture**
In order to create a magnetic, engaged workplace, we must create an environment where your team has FUN every day, loving what they do, who they do it with, and who they do it for. That starts with you. In this session, we’ll explore the core ways to drive a fully engaged workplace that also maximizes performance.	