

CEOs (and their teams) that Sell

Global Sales Strategies for ambitious entrepreneurs seeking to scale

The Wallace McCain Institute's (WMI) mission is to "help entrepreneurs have a better chance of success". To that end, WMI has created an intensive two-day workshop for ambitious entrepreneurs, CEOs and their teams from innovative, high-potential, Atlantic Canadian B2B companies, featuring case studies and lectures, interactive discussions, participants presentations, "hands-on" exercises, and the opportunity to practice "elevator sales pitches".

Effective Sales is Critical

Improving the effectiveness of sales, sales management processes, and the overall speed of decision making in young B2B companies is consistently cited by business experts as one of the highest priorities, year after year. Having the best ROI-based sales approach for your products or services is essential to shortening the sales cycle and to your survival and growth. This course can help ensure that your company succeeds in the face of global competition.



This course will teach CEOs and their top executives how to think about:

- Quantifying the value proposition.
- Mastering the sales process: stalk, pitch, meet, evaluate, pilot, roll out...
- Managing the sales force.
- Selecting the highest value vertical markets: 'must have' vs 'nice to have'
- Identifying and selling to initial beach head customers in high value markets
- Alternative channels of distribution (while doing it all on a shoestring budget)

WORKSHOP, TOPICS and EXERCISES

Content	Homework
1. Framework and Definition of High Value Sales, Sales Management, and Building Long Term Predictable, High Performance, Strategic Customer Relationships	5. Managing a Global Sales Organization in Tough Times: - Critical Accounts - Motivation
2. Quantifying the Value Proposition and Preparing Your Sales Pitch: - ROI-based Value Proposition - HBS Case Example: 'Swedish Start up goes Global' - Case examples: Canadian Start ups going global	6. Creating a Sales and Customer focused Culture in Your Company, and With Your Customers: - Setting high expectations throughout the organization - Building passion, clock speed, urgency and work methods - maximizing results in the last month of the quarter
3. Elevator Sales Pitching Exercise: Communicating Your Value Proposition in a Live, Competitive Network - Entrepreneurs, Top Business Executives, Business Angels and VC's	7. Recruiting, Motivating, and Building a World Class Sales Team: - Analyzing alternative compensation models - keeping the bar high - Interviewing and reference checks
4. Focusing on Customer Value: - Quantifying the Benefits - Communicating Value - Listening	8. Group Exercises and Presentations of the Value Proposition

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PROGRAM LEADER



Kenneth P Morse

- Serial Entrepreneur, Angel Investor & Global Sales Veteran
- Advisor to several Canadian Tech startups
- Chairman & CEO, Entrepreneurship Ventures Inc.
- Founding Managing Director (1996 – 2009), MIT Entrepreneurship Center
- Visiting Professor, ESADE Business School
- Bachelor of Science, MIT
- MBA, Harvard Business School

SESSION DATES AND LOCATION

September 19-20, 2016
Delta Beausejour Hotel, 'Beausejour A' conference room
750 Main Street, Moncton, NB

REGISTRATION FOR CEOs and their Executive Teams

Registration is an all inclusive package: Workshop fees, course book with case studies and presentations, Elevator Sales pitching reception with invited, breaks and lunch on workshop days.

CEO (first participant) Fee	\$600
Additional participant (each, up to maximum of 5 per company)	\$400

REGISTRATION DEADLINE IS JULY 29th.

Register today online <https://www.getfeedback.com/r/7vN1SMZA>

Once registered, fee will be invoiced and is to be paid in full by September 1, 2016. If you have questions about registration contact janice.macpherson@mccain-institute.com

In Partnership with:



Sep 19, Agenda:

- 8-8:45 Registration, networking
- 9:00 Framework: high value sales
- 10:30 Break
- 10:45 Qualifying Value Proposition
- 12:00 Lunch and networking
- 1:00 Customer focused culture
- 2:15 break
- 2:30 Maintaining Customer focus
- 5:00 End workshop, break
- 6:00 Sales Pitching Exercise, and networking reception

Sep 20, Agenda:

- 9:00 Power of Vertical Marketing
- 11:15 Break
- 11:30 recruiting, motivating team
- 12:30 Lunch and networking
- 1:30 Completing the sale
- 3:30 Conclusions, presentations