Your progress (?)

NAVIGATION

**ADMINISTRATION** 

Sales & Business Development sens \$80 8

MICROBLOGS SOCIAL MEDIA VIDEO EMAIL sn3 ATEGY DEA. ALYSIS THIS YEAR MARKETING BUSINESS The sales function for a startup company is somewhat different from that of a large, established corporation. This module focuses on the special characteristics of the sales operation and organization in a startup company.

Video ∼ How to Take SVBS Courses	
Video ~ Welcome to our Course on Sales & Business Development	

- Organizing the Sales Team

Organizing the sales territories, organising the team and recruiting the sales staff.

# Introduction to Sales Team Organization

Prospecting

Video ~ Making Prospecting Enjoyable

Customer Acquisition Management

Introduction to Business Development

➡ Video ~ Business Development of Corporate Accounts

B Video ∼ How to do Business Development 2.0

Provideo ∼ The 10 Keys to Business Development

Sales Skills & Techniques

Provideo ∼ Getting Your First Customers

➡ Video ~ Sales Training - Closing the Sale

Product → Selling Your Idea, Not Just Your Product

Video ~ How Flash Sales Can Enhance Your Business

Video ~ The 5 Step Sales Process

Video ~ Sales Driver

Video ~ Insider Sales Secrets

Growing the Sales Team

Reading ~ Build a Stellar Sales Team

Video ~ Hyperscaling Inside Sales

≧ Video ~ Pitfall's of Hiring Sales People too Fast Video ~ 3 Requirements for Increasing Sales

Video ~ You Can't Outsource Sales & Marketing

Provideo ∼ Sales Culture - Risk Aversion or Risk Taking

Provideo ∼ Sales Culture - Examples and Summary

➡ Video ~ Motivating the Sales Team

Questionable but entertaining!

Video ~ Sugar CRM's Introduction to CRM

Video ~ Salesforce.com Introduction Demo

Dideo ~ 4 Key Metrics To Track To Improve Sales

✓ Quiz ~ Online Meetings and Sales Presentations

Reference ~ Salesforce. Videos

🗎 Video ~ Watch What Sugar Can Do For Your Business

how SugarCRM works.. however this is optional and not required.

Video ~ SugarCRM for Sales

Reading ~ What Is Sales Force Organization? Reading ~ Sales Force Evaluation

- Reading -- Organizing a Sales Compensation Plan Reading -- Organizing a Sales Force by Product or Customer Reading -- Inside Sales Video ~ Inside Sales People Aren't Sales People
- Video ~ Sales Territory Alignment ➡ Video ~ Sales Compensation Plans
- Q & A ~ Sales & Business Development ~ Organizing the Sales Team ✓ Quiz ~ Organizing the Sales Team
- Reading ~ What is Sales Prospecting? Prospecting & Boosting Business Sales Video ∼ Successful Prospecting & Boosting Business Sales ➡ Video ~ Boost Your Bottom Line: Start Hosting Live Events
- Video ~ Pro Tips: Simple Prospecting Sales Questions Provideo ~ A Couple Reasons You Should Never Cold Call Provide o and Calling - Worth your time? Is cold calling dead? 👨 Q & A ~ Sales & Business Development ~ Prospecting
  - Reading ~ Customer Acquisition Management Video ~ Improving Customer Acquisition Provideo ∼ Customer Acquisition Cost

# **Business Development** Explains the role of business developer, and how this is an extension of the sales function.

Q & A ~ Sales & Business Development ~ Customer Acquisition Management

### Video ~ The Art of Business Development: Tips for Building Relationships Video ~ How to Be Great at Business Development Provideo ~ How to Connect with Your Customer

 Video ~ 5 Keys to Building Rock Solid Partnerships Provideo ~ 3 Tips for Successful Business Development -- for Entrepreneurs Privideo ∼ Building a Large, Scalable Network of Partners Video ~ How to Court Strategic Partners Video ~ Keys to Account Management Q & A ~ Sales & Business Development ~ Business Development ✓ Quiz ~ Business Development

### Video ~ Keys to Successfully Pitching Your Product Prideo ∼ Famous Sales Techniques

- Video ~ Condition Prospects Early in the Sales Cycle Provideo ∼ Foot In The Door (FITD) Sales Tip Video ~ Using Contrast and an Option Decoy Video ~ Sell More & Increase Order Size Video ~ Using Options and Premium Pricing Video ~ 3 Things Sales Teams Can Do To Succeed Video ~ 3 Common Mistakes Sales Teams Make Video ~ Science Of Persuasion P Video ∼ Blocking Objections Video ~ Blocking Objections - Reduce Buyer Resistance Video ~ Block Objections - Voiced Objection is Not Good When Selling! ≧ Video ~ Blocking Objections - Selling the Room Works ≧ Video ~ Blocking Objections - Price is too high, Too complex & Size Process Video ∼ Blocking Objections - 4 Step Blocking Process
- ➡ Video ~ Blocking Objections Too Expensive or Price is Too High ≧ Video ~ Blocking Objections - It looks complicated or Hard to Use Provideo ∼ Blocking Objections - Diffuse Sales Objection, "Your Company too Small" Video ~ Blocking Objections - Get Them to Buy More ➡ Video ~ 5 Tips for Brokering Deals with Huge Companies Video ~ 5 Tips for Brokering Deals with Huge Companies 📮 Q & A ~ Sales & Business Development ~ Sales Skills & Techniques ✓ Quiz ~ Sales Skills & Techniques

# Reading ~ How to Train a Sales Force 📮 Q & A ~ Sales & Business Development ~ Growing the Sales Team

- Sales Force Management Video ~ Sales Management & Leadership ➡ Video ~ Sales Management Best Practices Provideo ~ Sales Culture - Introduction - What is it? Video ~ Sales Culture - Short-Term vs. Long-Term Thinking
- Video ~ Sales Culture Control vs Empowerment Video ~ Sales Culture - Monitor Activities or Results ≧ Video ~ Sales Culture - Cooperation or Competition Video ~ Sales Culture - Stable or Adaptive Sales Force?
- Provideo ∼ Sales Force Building a Winning Sales Team Provideo ∼ Sales Force - Sales Revenue Objectives & Client Acquisition ➡ Video ~ Sales Force - Product Set and Sales Tools ➡ Video ~ Sales Force - Data-Mining & Forecasting Unit Sales Dideo ~ Sales Force - Territory Management & Setting Quotas Video ~ Sales Force - Key Account Planning Leadership Video ~ Sales Force - Sales Engagement & Incentives
- Reading ~ Sales Force Tips 📮 Q & A ~ Sales & Business Development ~ Sales Team Management CRM ~ Customer Relationship Management Systems The automation of sales activity, and integration with marketing, customer tracking and other business activities. Introduction to CRM for Sales Video ~ What is CRM?

#### Reference ~ Discover SugarCRM Extensive set of videos and materials on SugarCRM. Useful for students wishing to dig into the details of how SugarCRM works.. however this is optional and not required.

📮 Q & A ~ Sales & Business Development ~ CRM Systems ✓ Quiz ~ CRM ~ Customer Relationship Management Systems Sales Metrics

Extensive set of videos and materials on SugarCRM. Useful for students wishing to dig into the details of

- ➡ Video ~How to Use Salesforce CRM Metrics to Drive Sales Performance Reading ~ The Twelve Sales Metrics that Matter Most Reading ~ The Seven Sales Metrics that Matter Most 📮 Q & A ~ Sales & Business Development ~ Sales Metrics
- Online Meetings and Sales Presentations Sales teams today leverage online tools to meet with an present-to prospects and customers Video ~ GoTo Meeting Demo
- Video ~ Online Meetings with Skype 📄 Video ~ Google Hangout Tutorial - How To Use Google Hangouts Presentations & Collaboration with Hangouts / Hangouts on Air (HOA) Video ~ PowerPoint Presentation Tips 📮 Q & A ~ Sales & Business Development ~ Online Meetings and Sales Presentations
- Sales in a Startup Venture
- An introduction to sales and sales management as applied to startup technology companies. Video ~ Startup Sales Provide o ≈ The Importance Of Hiring Salespeople
  - Video ~ 4 Tips for Doing Business Development at an Early Stage Company ➡ Video ~ Creating a Sales and Business Development Strategy Video ~ Business Development Responsibilities During the Early Stages of a Startup
- Video ~ 4 Keys to Doing Deals with Large Companies Download Zero-to-IPO Book PDF Read Pages 160-162 Zero-to-IPO (eBook can be downloaded from link above)
- 📮 Q & A ∼ Sales & Business Development ∼ Sales in a Startup Venture ✓ Quiz ~ Sales in a Startup Venture

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Read Pages 184-185 Zero-to-IPO (eBook can be downloaded from link above)