

Business Launch Group - Sales Sprint Course

Week	Topic	Instruction Topics	Deliverables
1	Customer Discovery & Market Validation	BLG Founder Readiness Assessment, founder & business assessment, product/service review, customer discovery, customer interviews, market validation, product-market fit, objection analysis, willingness to pay	Founder Readiness Assessment, Customer Discovery Report, Market Validation Summary, Customer Interview Guide
2	ICP, Value Proposition & Sales Assets	Ideal Customer Profile (ICP), buyer personas, customer journey, value proposition, competitive positioning, messaging, company overview deck, product factsheet, elevator pitch	ICP Framework, Buyer Personas, Value Proposition Canvas, Company Overview Deck, Product Factsheet, Messaging Framework
3	Prospecting & Customer Acquisition	Go-to-market strategy, lead generation, target account list, cold email, LinkedIn outreach, appointment setting, CRM fundamentals, pipeline management	Go-to-Market Strategy, Target Account List, Email Sequence, LinkedIn Outreach Plan, CRM Pipeline
4	Sales Process, Methodologies & Closing	Sales cycle, discovery meetings, qualification, SPIN Selling, Challenger Sale, MEDDIC, consultative selling, objection handling, proposal strategy, negotiation, closing techniques, next steps	Sales Process Map, Sales Playbook, Discovery Call Framework, Objection Handling Guide, 90-Day Sales Action Plan

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