

Business Launch Group - Sales Academy Course

Week	Topic	Instruction Topics	Workshop / Deliverables
Week 1	Sales Fundamentals & Business Development 101	Sales vs. Business Development, Sales Organization Structure, Sales Roles & Responsibilities, Sales Process, Sales Funnel, Relationship Selling, Sales Best Practices, Time Management	Define Products & Services, Sales Goals, Initial Sales Call Script
Week 2	Sales Messaging, Customer Personas & Value Proposition	Ideal Customer Profile (ICP), Buyer Personas, Buyer Journey, Value Proposition Development, Benefit Messaging, Storytelling, Elevator Pitch, Customer Pain Points & Decision Makers	Build ICP, Buyer Personas, Value Proposition, Elevator Pitch, Messaging Framework
Week 3	Sales Assets, Proposals & Pricing	Company Overview Presentations, Product Fact Sheets, Capability Statements, Sales Collateral, Proposal Development, Executive Summaries, Pricing Strategy, Pricing Psychology, ROI, TCO, Business Cases, Negotiation Fundamentals	Company Overview Deck, Product Fact Sheet, Proposal Template, Pricing Framework, ROI/TCO Calculator
Week 4	Prospecting, Lead Generation & Outreach	Prospecting Strategy, Target Account Lists, LinkedIn Prospecting, Apollo, Sales Intelligence, Networking, Conferences, Referrals, Cold Email, Cold Calling, LinkedIn Outreach, Voicemail Strategy, Sales Sequencing, Follow-Up Cadence, Appointment Setting	Target Account List, Prospect Database, Outreach Campaign, Email Templates, Sales Sequence
Week 5	Discovery, Qualification, Sales Methodologies & Closing	Discovery Meetings, Needs Analysis, SPIN Selling, Challenger Sale, MEDDIC, Champion Development, Budget & Authority, Buying Signals, Objection Handling, Negotiation Techniques, Closing Techniques	Discovery Framework, Qualification Scorecard, Question Library, Opportunity Assessment, Closing Practice

Week 6	Strategic Partnerships, Sponsorships, Grants & RFPs	Partnership Strategy, Partnership Identification, Win-Win Partnerships, Sponsorship Strategy, Sponsorship Asset Development, Sponsorship Packages, Grant Readiness, Grant Research, RFP Opportunities, Proposal Best Practices, Alternative Revenue Streams	Sponsorship Asset Inventory, Strategic Partnership Plan, Top 3 Partnership Targets, Grant/RFP Tracker, Top 3 Grant/RFP Opportunities (<\$50K)
Week 7	Account Management & Revenue Growth	Customer Success, Account Planning, Executive Business Reviews, Renewals, Cross-Selling, Upselling, Referral Generation, Customer Retention, Expansion Strategy	Account Growth Plan, Customer Success Plan, Cross-Sell Strategy, Referral Plan
Week 8	CRM, Sales Technology, Forecasting & Sales Execution	CRM Fundamentals, Opportunity Management, Sales Technologies & AI Tools, Pipeline Management, Sales Dashboards, Sales Metrics & KPIs, Forecasting, Territory Planning, Annual Revenue Planning, Personal Sales Operating Rhythm	CRM Pipeline, Sales Dashboard, Revenue Forecast, 12-Month Sales Action Plan

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