

J. L. Kellogg Graduate School of Management
Marketing 962-A-81, Entrepreneurial Selling: Business to Business
Fall, 2014 (5-Week Class)

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Grading Criteria: 33% Assignments
33% Class Participation
34% Final Exam

Course Description:

Without a doubt, the biggest challenge to starting and growing a successful entrepreneurial venture is selling. Whether the sale is to early employees, prospective investors, or (of course) customers, entrepreneurs must be the chief evangelists and salespeople for their businesses. The process for Business to Business (B2B) selling is significantly different from selling to consumers (B2C). The B2B sales process is inherently more complex, time-consuming, costly and involves relationship building and contract negotiations with many stakeholders.

This course will provide a great deal of real-world, immediately applicable content and practical experience to help sharpen your selling acumen. Topics to be covered include: how to develop an impactful message for various targets; how to prepare for early sales calls with customer prospects; how to conduct an initial sales call; how to develop and implement a repeatable sales process; how to navigate early deals to close, and best practices in selling to investors. Class lectures will be augmented by guest speakers with real world examples of topics discussed in class, role-playing to practice the art and science of selling, discussion and Q&A, and written assignments to assess a student's progress.

First Class Preparation:

Read: *"Conversations That Win The Complex Sale"*, by Tim Riesterer and Erik Peterson

Course Schedule and Preparation Expectations*: (* select readings subject to change)

Sep 23: Developing Your Message/Story #1

- Introductions and Class Objectives
- Potential Guest Spkr: Tim Riesterer, Chief Strategy & Mktg Officer, Corporate Visions
- B2B Selling "Top 5 Lessons for the Week"
- Assignment #1 Distributed

Sep 30: Developing Your Message/Story #2

- Assignment #1 Due
- Messaging/Story Telling Workshop & Class Presentations
- B2B Selling "Top 5 Lessons for the Week"

Oct 7: Sales Process / Prospecting and Discovery

- B2B Selling "Top 5 Lessons for the Week"
- Assignment #2 Distributed
- Final Exam Teams Assigned

Oct 14: The “Challenger” Sales Model

- Read Before Class: *“The Challenger Sale”*, by Matthew Dixon & Brent Adamson (book)
- Assignment #2 Due
- “Challenger” Selling Workshop/Role Play
- B2B Selling “Top 5 Lessons for the Week”

Oct 21: Closing Early Deals / Selling to Investors

- Deal Structure Workshop/Role Play
- 15 Things Every Entrepreneur Should Know when Selling to Investors
- B2B Selling “Top 5 Lessons for the Week”

Final Exam: Take Home Exam Due Friday, October 24th