

SaaS Sales Intensive

Overview

The foundation every SaaS Sales SDR & AE needs to win deals. Reps learn consultative selling, multi-channel prospecting, qualifying leads, pipeline management, how to become a top performer and more!

Estimated Time: **8-12 hours/week for 12-18 weeks***

* Estimated time and duration the average learner may take to complete all coursework, including hands-on practice and project time. May be completed on the learner's schedule, at any time. Actual duration from start to finish may vary.

Leading Experts

Taught through candid discussions with dozens of featured experts, including:



Samantha McKenna is the Founder of SamSales and a former sales leader at LinkedIn. Sam is one of the leading authorities on utilizing LinkedIn and personalization to drive sales.



Skip Miller is a leading sales trainer and President of M3Learning, a proactive sales management and sales training company. He's also the author of bestselling books, *Selling Above and Below the Line*, *Proactive Selling* and *Proactive Sales Management*.



Morgan J Ingram is a 4x LinkedIn Top Sales Voice, known for his work helping salespeople become more effective when it comes to prospecting and managing their day-to-day productivity.



Amy Volas is the Founder of Avenue Talent Partners, helping companies hire great sales leaders. Prior to ATP, Amy spent 20+ years in startups as a top enterprise seller, personally closing over \$100M in sales.



Scott Leese has spent the better part of the last decade building communities that provide people with a safe space to learn, grow, and develop their skills including GTM United, Surf and Sales, and Thursday Night Sales. Prior to founding Scott Leese Consulting, Scott led sales teams at Qualia, OutboundEngine and more.

Section 1

Intro to the SaaS Sales Process

- The Buy/Sell Process
- Asking Questions

Section 2

Applying Consultative Selling

- The Demo
- Handling Objections
- Getting a Decision (Closing)

Section 3

Managing the Sales Funnel

- Pipeline Management
- Understanding Your Ideal Customer
- Inbound and Outbound Leads

Section 4

Setting Yourself Up For Success

- Your Personal Brand
- Interacting with Leadership
- A Day in the Life

Section 5

Practice Projects

- Dormant Lead (Cold Call)
- Getting a Decision (Video Call)

Section 6

Prospecting

- Outbound Prospecting

Section 7

Email Prospecting

- How to increase email response rates
- Email writing workshop
- Email cadences

Section 8

Selling On Social Media

- Personalization on LinkedIn and Beyond
- TikTok and Social Media in Sales

Section 9

Discovery

- Get out of your seat and into your customer's
- Discovery for all Deal Sizes
- Storytelling in sales & CS

Section 10

Closing / Getting a Decision

- MEDDPICC
- Closing Strategies
- Follow Up

Section 11

Selling to Mid-Market and Enterprise Customers

- The Enterprise Sales Process
- Building Rapport in a Mid-Market or Enterprise Sales
- Making the Gatekeeper Your Champion

Section 12

Success Strategies in a New Role

- Hitting the Ground Running
- Staying Organized
- Plan Your First or Next 90 Days

Section 13

Tech Industry Background

- Metrics and Terminology
- Stock Options & Equity Education

Section 14

Utilizing the Tech Stack

- LinkedIn Sales Navigator
- Outbound Email Tools
- Sales Acceleration Platforms