



# Essentials of Entrepreneurship

*Sales & Marketing*



# The Sequence





# *Introducing* **Pawan Jaggi**



# Six Basic Questions

## (Any Venture)

- Who? Describe the background and experience of the core team.
- What? The product or service
- Where? Location of the company and the offering in the marketplace.
- How? The unfair competitive advantage
- Why? The market size, exit strategy and the vision of the company.
- When? A timeline for the development, launch and growth.



# Investment Presentation

- Problem / Opportunity
- Solution /Offering/Why now?
- Team
- Market (TAM - SAM)
- IP (Barrier to Entry)
- People/Timeline
- Operating Plan
- Investment Proposal

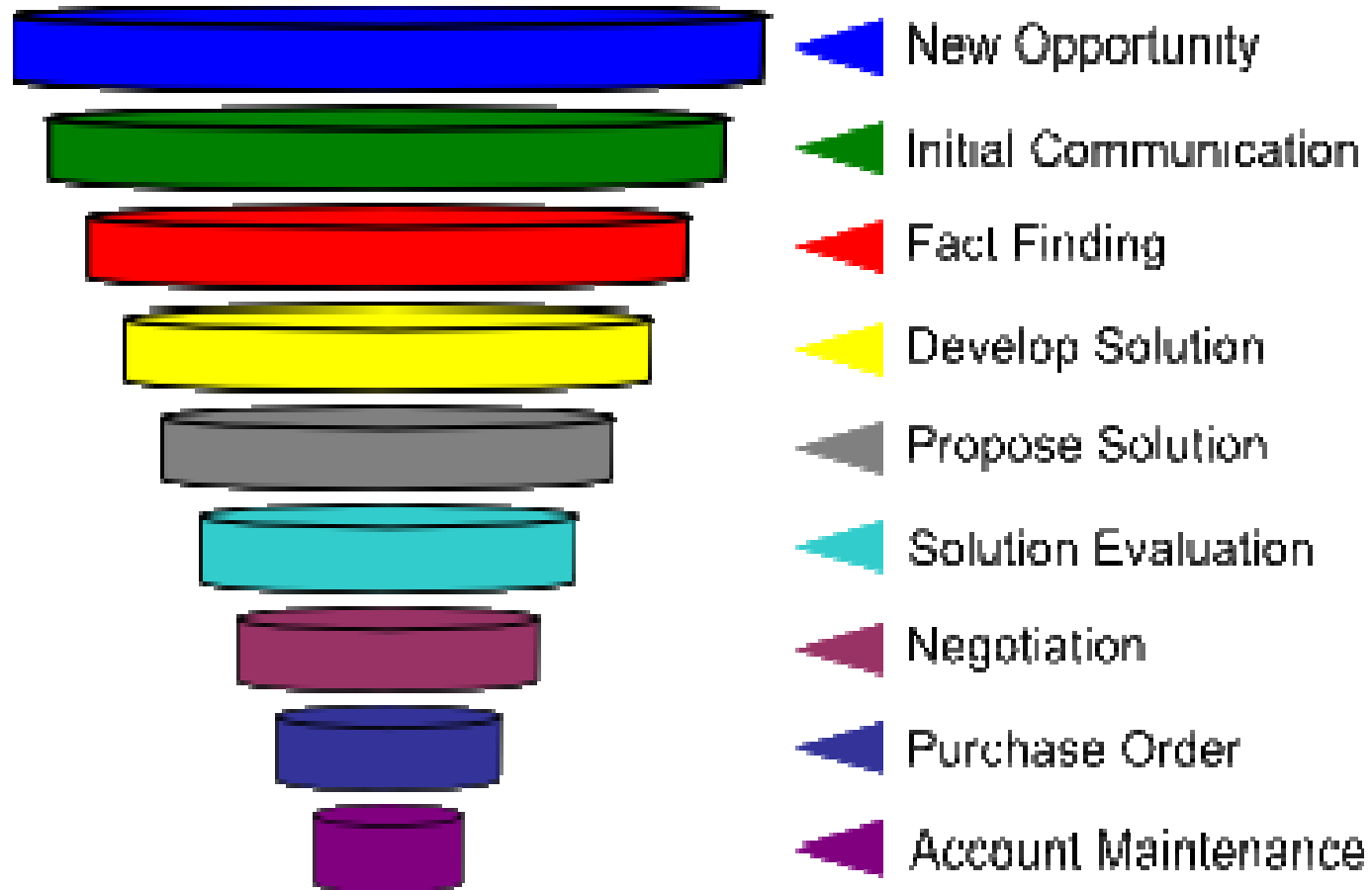


# Sales

## (Key Takeaways)

- 1) Sales is a process not an event
- 2) BEST Model
- 3) Sell Value, not features
- 4) Help prospects reach goals
- 5) TRUST  
(Think, Relate, Uncover, Sell Solution, Take Action)

# Sales Process





# Sales

# Exercises





# Sales Essentials

## GOAMBITION Case Study

*“The will to win is nothing without the will  
to prepare to win.”*

Bobby Knight

www.GoAmbition.com



**Win them over.**



**Don't put them to sleep.**

[www.GoAmbition.com](http://www.GoAmbition.com) is the next generation, online, e-learning platform that enables you to learn, practice and immediately assess your speech intelligibility.

We use state-of-the-art Speech Assessment Technology to tell if you're nervous or confident, hesitant or well-rehearsed, dull or enthusiastic!

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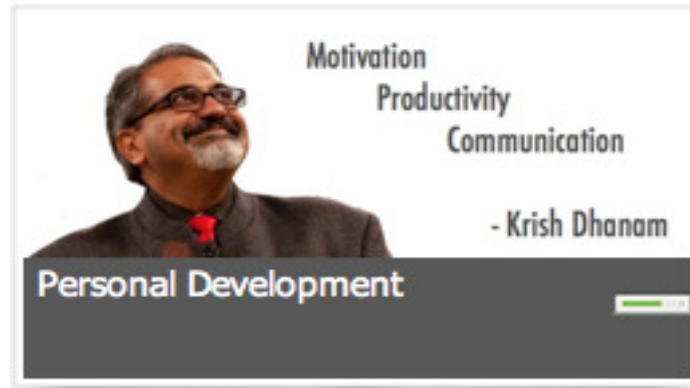


Recommended for TYE



“Your sales team is not your entire organization, but your entire organization is your sales team because there is not one person in your organization who can’t cost you a sale”

Interactive Program designed by Bryan Flanagan for all individuals....  
Not just sales personnel!



Recommended for TYE

Personal Development program has been designed to give you an easy to understand, dynamic program that will allow you to learn, participate, assess yourself and extract the very best out of you.

Interactive Program designed by Krish Dhanam who is a world renowned speaker and author!

# Other Successful Programs



Pronunciation Perfect



English for Starters

New!



Vocabulary for Leaders



Common Interview Questions



Behavioral Interview Questions

New!

- ✓ To ace the next interview.
- ✓ To improve your communication.
- ✓ To help you grow and stay motivated.
- ✓ To perfect the next presentation.
- ✓ To communicate like an executive.
- ✓ To teach you a new skill.



## Less than 15 slides

### **Slide 0**

Title + intros + back story

### **Slide 1**

10,000 foot view

### **Slide 2**

problem definition

### **Slide 3**

how you uniquely solve the problem

### **Slide 4**

product demo / case study

### **Slide 5**

market analysis + sizing

### **Slide 6**

competition + sustainable advantage

### **Slide 7**

market traction + GTM plan

### **Slide 8**

team bios

### **Slide 9**

unit economics + financial projections

### **Slide 10**

company status + funding needs/uses

### **Slide 11**

exit potential

### **Slide 12**

summary + next steps

### **Appendix**

lots of back-up slides



# *Introducing* **Trey Bowles**



: BOOK

: EMAIL

: BLOG

: MARKETING

: FEATURE RELEASE

: PRESS

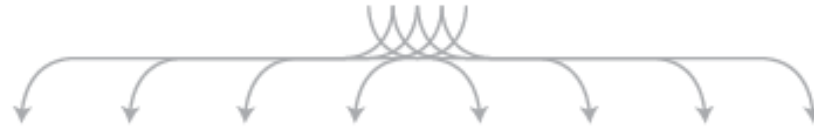
: INFLUENCER

: GUERILLA MKT.

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			<b>WEEKLY THEME</b> 			
	<b>ADVERTISING</b>					
			<b>WEEKLY THEME</b> 			
	<b>ADVERTISING</b>					



# CONTENT



## TAILOR THE MESSAGE TO THE MEDIUM



## TRACK THE PERFORMANCE



## REVIEW



## APPLY

**JUMP RIGHT IN.** // [TREYBOWLES.COM](http://TREYBOWLES.COM)