Quarter: SPRING 2020

Course Title: Building a Successful Service Business
Course Code: BUS 26
Instructor: Edwin Oh, Co-Founder Infrastructure Group LLC

Grade Options and Requirements:

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

- Credit/No Credit (CR/NC)
  - Students must attend 4 of 6 classes

- Letter Grade (A, B, C, D, No Pass)
  - Students must attend at least 4 of 6 class sessions and,
  - Students must turn in write ups for a Sample Website Home Page copy and Sample Solicitation Proposal

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic/Agenda Summary</th>
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</thead>
<tbody>
<tr>
<td>PRE</td>
<td></td>
<td>FOR 1st Class: Read Trusted Advisor, Chapters 1, 2 and Weiss, Chapter 1.</td>
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| 1   | 4/1 W | Service Business Basics, Financing, Legal, and Tax  
Topics: Idea Validation, Financing, Cash Management, Legal Organization, Employees vs. Contractors Part I  
Exercise: Elevator Pitch 1.0 start  
FOR NEXT: Weiss Chapters 5,6,7; Read Trusted Advisor, Chapter 3 |
| 2   | 4/8 W | Establishing Traction: Marketing and Lead Generation  
Guest Speaker: Behavioral Marketing  
Topics: Marketing, Sales Funnel, Trust, Positioning  
Exercise: Service “Speed Dating”  
FOR NEXT: Read Weiss Chapter 8  
**HOMEWORK**: Website home page copy |

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St, Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Topics</th>
<th>Reading Material</th>
<th>Homework</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4/15</td>
<td><strong>New Business Development and Writing Winning Proposals</strong></td>
<td>Buyer/Influencer Models, Service Sales Cycle, Customer Analysis, Conceptual Agreement Process, Proposals</td>
<td>Weiss Chapters 2, 3, 4; Trusted Advisor, pp 80-81, Chapter 9, 10, 16</td>
<td>Proposal (MS Word template on Canvas)</td>
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<tr>
<td>4</td>
<td>4/22</td>
<td><strong>Service Pricing</strong></td>
<td>Pricing Theory, Pricing Strategy &amp; Tactics, Flat Fee vs. Time Based, Increasing Fees, Acquisition vs. Value Services</td>
<td>Weiss Chapter 9; Trusted Advisor, pp 69-71, Chapter 19, 22</td>
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<tr>
<td>5</td>
<td>4/29</td>
<td><strong>Operations, Scaling, and Customer Retention</strong></td>
<td>Scaling</td>
<td>Weiss Chapter 4, 21</td>
<td></td>
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<td>6</td>
<td>5/6</td>
<td><strong>Putting it All Together: Strategy and Business Model</strong></td>
<td>Business Model Canvas, Competitive Differentiation, Timeframes and Success Measures</td>
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<td></td>
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