Course Title: Cloud Computing and Subscription Models: Selling and Marketing SaaS and Mobile Solutions to the Enterprise

Course Code: BUS 105
Instructor: Chuck DeVita

Course Goal: To help company founders and executives grow revenues and profits by exploring alternatives, challenging current practice and learning best practices in Selling & Marketing SaaS & Mobile solutions to the Enterprise.

Schedule: 6 sessions, Wednesday nights, starting April 17.

Requirements for a Letter Grade and/or Credit:
• Letter Grade Option:
  • Attend 5 of the 6 class sessions (the last class is mandatory)
  • Submit a presentation for the last class
    • How you (or plan to) Sell & Market SaaS to the Enterprise
      Before BUS 105 & After BUS 105
      • Sales Process
      • Marketing Programs
      • Problem Solved
      • Value Proposition
      • Challenges & Issues
      • Key Learnings
    Or
  • An In-Depth Report on one of:
    • Your Pipeline Requirements Model
    • Your Value Proposition Development
    • Your Sales Process Model
  Or
  • Prepare & present a book report on one of the following books:
    • Subscribed
    • Survival to Thrival
    • Value as a Service

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
• **Credit/No Credit Option:**
  • Attend 5 of the 6 class sessions (last class is mandatory)

• **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.

**Weekly Outline** (exact order may be modified)

**Week 1** –
• Course Goal, Elements & Focus
• Administration & Introductions
• Cloud and SaaS Defined
• Software Industry Data
• SaaS Economics
• Subscription Model Fundamentals
• On Premise vs. SaaS
• Why Customers Buy (and Don’t Buy) SaaS Solutions
• Definitions
• Recommended Reading & Other Resources
• Industry executive speaker –TBD

**Week 2** –
• On-Premise & SaaS from the Same Business Unit?
• Market Entry Approaches
• Product / Solution Types
• Selling Models
• Sales Organization Structure
• SaaS & Mobile Metrics
• Industry executive speaker -TBD

**Week 3** –
• The Value Pyramid
• Perfect Prospect Profile
• Customer Behavior
• Integrated Sales Management Process Model
• Pipeline Management
• Developing Your Sales Process
• Industry executive speaker -TBD
Week 4 –
  • Developing Value Propositions
  • Sell What to Whom? (Value-Pain Matrix)
  • Messaging
  • ROI & Payback
  • Sales Enablement
  • Account Based Marketing
  • Industry executive speaker -TBD

Week 5 –
  • Positioning
  • Pricing
  • Sales Compensation Design
  • Industry executive speaker -TBD

Week 6 –
  • Industry executive speaker -TBD
  • Sales Training
  • Sales Rep Characteristics
  • Key Course Takeaways
  • Student Presentations and votes on the best
  • Close