Course Title: Cloud Computing & Subscription Models: Selling and Marketing SaaS 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 Subscription-based SaaS solutions to large Enterprises.

Schedule: 6 sessions, Wednesday nights, starting October 13, 2021. Class sessions will be recorded for students who miss a class, but live attendance is required for credit.

Grade Options 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 5 of the 6 class sessions.
  • Attendance at the last class is mandatory.
• Letter Grade (A, B, C, D, No Pass)
  • Students must attend 5 of the 6 class sessions.
  • Attendance at the last class is mandatory.
  • Submit a presentation for the last class with potential presentation to the class
    • How you (or plan to) Sell & Market SaaS to the Enterprise
      Before BUS 105 & After BUS 105
        • Sales Process
        • Marketing Programs
        • Problems Solved for Customers
        • Value Propositions
        • Challenges & Issues
        • Key Learnings
    • An In-Depth Report on one of:
      • Your Pipeline Requirements Model
Your Value Proposition Development
Your Sales Process Model

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