Course Title: Cloud Computing: Selling and Marketing SaaS Solutions to the Enterprise
Course Code: BUS 105
Quarter: Spring ’14
Instructor Name: Chuck DeVita
Instructor Email/Contact: BUS105@growthprocess.com

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 solutions to the Enterprise.

Schedule: 6 sessions, Wednesday nights: starting April 16

Grade Options:
• No Grade Requested (NGR): Just show up for class
• Letter Grade:
  • Submit a presentation:
    • How you (or plan to ) Sell & Market SaaS to the Enterprise
    • Before BUS 105
    • After BUS 105
    • Problem Solved
    • Value Proposition
    • Key Challenges & Issues
    • Potential for presentation to the class (6th session with a prize for the best)
    • Attend 5 of the 6 class sessions (last class is required for grade)
• Credit/No Credit Option: Attend 5 of the 6 class sessions, including the last class

Weekly Outline (exact order may be modified)
Week 1 –
  • Introductions & Administration
  • Saas vs. On-Premise Solutions
  • “Enterprise”, “Departmental” & “point” products defined
  • Sales Definitions & Terms
  • Moving from Vision to Execution
  • Industry Data
  • Industry executive speaker –TBD

Week 2 –
  • The Value Pyramid
  • More Industry Data
  • Entering the Market
  • Customer & Supplier Expectations
  • Exercise-draft Corporate Goals Statement
  • Industry executive speaker -TBD

Week 3 –
  • Ideal Customer Criteria
• Selling Models
• Sales Process
• Exercises-
  • Ideal Customer Criteria
  • Positioning Statements
• Industry executive speaker -TBD

Week 4 –
• Exercises-present selected
  • Ideal Customer Criteria
  • Positioning Statements
• Pipeline Requirements Model
• Developing Value Propositions
• Industry executive speaker -TBD

Week 5 –
• ROI & Payback considerations
• SaaS vs. On-Premise TCO
• “Cloud” vs. “SaaS”
• Positioning
• Messaging
• Industry executive speaker -TBD

Week 6 –
• Pricing
• Channels
• Sales Compensation
• Student Presentations and votes on the best
• Close