Title: Cloud Computing: Selling and Marketing SaaS and Mobile Solutions to the Enterprise
Course Code: BUS 105
Spring 2016

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 and Marketing SaaS and Mobile Solutions to the Enterprise.

Schedule: 6 sessions, Wednesday nights, starting April 27, 2016

Default Grading Option: No Grade Requested (NGR); no work is required
Requirements for a Letter Grade and/or Credit:
• Grade Option
  • Submit a presentation:
    • How you (or plan to) Sell and Market SaaS to the Enterprise
    • Before BUS 105
    • After BUS 105
    • Problem Solved
    • Value Proposition
    • Key Challenges and 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 a grade)
• Credit/No Credit Option: Attend 5 of the 6 class sessions, including the last one

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
- Students Present and vote on the best
- Close