Course Title: Cloud Computing: Selling and Marketing SaaS and Mobile Solutions to the Enterprise
Course Code: BUS 105
Quarter: Spring 2017
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 & Mobile solutions to the Enterprise.

Schedule: 6 sessions, Wednesday nights, starting April 26, 2017

Requirements for a Letter Grade and/or Credit:
• Letter Grade Option
  • Attend 5 of the 6 class sessions (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
    • Be prepared to present to the class (6th session with a prize for the best)

• Credit/No Credit Option:
  • Attend 5 of the 6 class sessions (last class is mandatory)

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

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 Take-aways
• Student Presentations and votes on the best
• Close