Quarter: SPRING 2017  
Course Title: Building a Successful Service Business  
Course Code: BUS 26  
Instructor: Edwin Oh, Co-Founder, Infrastructure Group LLC

Grade Options and 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 4 of 6 classes
- Letter Grade (A, B, C, D, No Pass)
  - Students must attend at least 4 of 6 class sessions and:
  - Students must turn in write-ups for a Sample Website Home Page copy and Sample Solicitation Proposal

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

Tentative Weekly Outline:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic/Agenda Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE</td>
<td></td>
<td>FOR 1st Class: Read Trusted Advisor, Chapters 1, 2 and Weiss, Chapter 3.</td>
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</tbody>
</table>
| 1   | 4/5 W| **Service Business Basics, Financing, Legal, and Tax**  
Topics: Idea Validation, Financing, Cash Management, Legal Organization, Employees vs. Contractors Part I  
Exercise: Elevator Pitch 1.0 start  
FOR NEXT: Read Trusted Advisor, Chapter 3; Weiss Chapters 4, 5 |
| 2   | 4/12 W| **New Business Development and Writing Winning Proposals**  
Topics: Buyer/Influencer Models, Service Sales Cycle, Customer Analysis, Conceptual Agreement Process, Proposals  
FOR NEXT: Read Weiss Chapters 6, 7; Trusted Advisor, p. 80-81, Chapter 9, 10, 16  
HOMEWORK: Proposal (MS Word template on Canvas) |

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Guest Speaker</th>
<th>Topics</th>
<th>Exercise</th>
<th>For Next</th>
<th>Homework</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4/19 W</td>
<td>Establishing Traction: Marketing and Lead Generation</td>
<td>Social Media</td>
<td>Marketing, Sales Funnel, Trust, Positioning</td>
<td>Service “Speed Dating”</td>
<td>Read Weiss Chapter 8</td>
<td>Website home page copy</td>
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<tr>
<td>4</td>
<td>4/26 W</td>
<td>Service Pricing</td>
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<td>Pricing Theory, Pricing Strategy &amp; Tactics, Flat Fee vs. Time Based, Increasing Fees, Acquisition vs. Value Services</td>
<td>“Coffee Shop” meeting price exploration</td>
<td>Read Weiss Chapter 9; Trusted Advisor, p. 69-71, Chapter 19, 22</td>
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<tr>
<td>5</td>
<td>5/3 W</td>
<td>Operations, Scaling, and Customer Retention</td>
<td>Scaling</td>
<td>Recurring vs. Project Business Model, Scaling Objectives, Process, and Challenges, Quality &amp; Delegating Work, Partners, HR101: Employees vs. Contractors Part II, ISGR Finance Model</td>
<td></td>
<td>Read Trusted Advisor, Chapter 4, 21</td>
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<tr>
<td>6</td>
<td>5/10 W</td>
<td>Putting it All Together: Strategy and Business Model</td>
<td></td>
<td>Business Model Canvas, Competitive Differentiation, Timeframes and Success Measures</td>
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