



Tech

MINSK

IMAGURU

STARTUP HUB

# TechMinsk Sales School

Building a New Generation of SalesPeople



# WHAT IS TechMinsk Sales School

TechMinsk Sales School is an intensive 10 days program, which teaches founders and sales professionals how to build out a repeatable sales engine for their digital (service, SaaS, software and hardware product) companies or a startup.

The course is built and led by Top Notch Experts, Industry Successful Professionals that will teach you the tactical knowledge you need to succeed, focusing sales process best execution.







# WHAT IS

## Behind Your Company Success?

“A startup company is a temporary organization designed to search for a repeatable and scalable business model.”

**Steve Blank**

# WHAT'S NEW?

## Old Approach vs New Approach

Our methodology based on:

- Entrepreneurial Education. We build professionals with entrepreneurial vision
- Leveraging Global Sales. Most of the classes are in English
- Focus on the 3T (techniques, tips and tools) to scale sales and get maximum ROI
- Working with Mentors
- Demo Day in front of startups and digital companies



# TechMinsk Sales School. Day 1

## Day 1. Kick off, Marketing Techniques, Lead Generation

- Kick off Party
- Orientation Session. A New Approach for sales. Scale Sales
- Digital Sales Basics
- New techniques for marketing
- Outbound and Inbound Sales
- Customer Acquisition
- Lead Generation. New Techniques and Measuring Results
- Design Thinking for sales. Building Empathy

**Homework: Go out and Talk to your Customers**



# TechMinsk Sales School. Day 2-3

## Day 2-3. Building a Sales Machine for Sales Scalability

- Organizing a work space for sales? CRM
- Organizing a work space for sales? Team
- Sales Communications. Calls
- Sales Communications. Emails and Meetings
- Sales Communications. Closing deals
- Metrics and Analytics. How to Measure the progress
- Building Sales Action Plan to scale sales

**Homework: Sales Action Plan**

# TechMinsk Sales School. Day 4,5,6

## Day 4,5,6. Master of B2B Sales

- Sales Process Overview
- Design Customer Buying Process
- Starting with prospects. How to create a pipe of prospects
  
- Sales Tools. Starting from preemails and newsletters and ending amazing presentations and demos
- Face-to-face meetings. Designing a customer Offer
  
- Sales Funeral
- Sales Process Template
- Metrics and Analytics
- Exercises. Act like you are not selling. Pitch exercises

**Homework: Building Your Sales Strategy**

# TechMinsk Sales School. Day 7-8

## Day 7-8. Growth Hacking

- Getting from 10 Customers to Initial Traction
- Getting from Initial Traction to Initial Scale and Beyond

**Homework: Building Strategies Throughout a Cycle  
with Mentors**



# TechMinsk Sales School. Day 9. Demo Day

A one-day event for active & accredited startups and digital companies to check out our hottest sales people and their sales strategies.

# Gold Partnership

## 4,990 USD

### YOU PAY FOR:

Free admission for 5 persons from your company.

Your logo as Gold Partner of the first ever School of a New Generation of Sales → Web - Site, Press releases, Video Tutorials which will be available online for a wide range of the Internet Users, Diplomas and The Main Prize, Backstage Banner, and all training materials.

Dinner with all the speakers and coaches of the School.

Interviews with 30 best sales people with unique knowledge.

Allowing the School Participants to Build a strategy to scale sales for your company.

Your company rep is invited to be a Chair of Jury Panel for a Demo Day.

Sales training can be expensive. Our pay-per-course marketplace allows you to save money because you only buy what you need and will actually use.





# Corporate Partner 2,000 USD

## YOU PAY FOR:

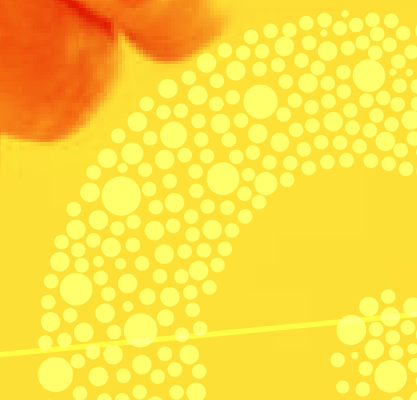
Free admission for 2 persons from your company.

Your logo among Partners of the first ever School of a New Generation of Sales.

Contact details of 30 best sales people with unique knowledge.

Access to 30 best and unique sales strategies to scale sales.

Your company rep is invited to be a jury member for a Demo Day.





# Adopter or Demo Day Partner

## 500 USD

### YOU PAY FOR:

Contact details of 30 best sales people with unique knowledge.

Access to 30 best and unique sales strategies to scale sales.

Your company rep is invited to be a jury member for a Demo Day.







# Participant. Early Bird - 225 USD (by Jun 30 or for TechMinsk Alumni), 450 USD (after Jun 30)

## YOU PAY FOR:

- 10day classes of intensive classes only with practical and modern information
  - Access to world class experts and coaches and new knowledge
  - Patterns: Sales Action Plan, Sales Strategy, Effective Emails and Calls Templates, CRM Special Plan
  - Diplomas of TechMinsk International Sales School
  - Demo Day in front of best digital companies and startups
  - Photosession
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