



SPRING

A GLOBAL STARTUP SCHOOL FOR
ENTREPRENEURS WHO WANT TO
BUILD A BETTER BUSINESS

SPRING

Sales Workshop

WORKSHOP OUTLINE:

ABOUT SPRING

OUR INSTRUCTORS

OUR GUEST SPEAKERS

SPRING FUNDING WORKSHOP

ABOUT THE WORKSHOP

PROCESS

RESULTS

WORKSHOP DETAILS

PAYMENT OPTIONS

SYLLABUS

About Spring

Whether you are just beginning your journey or looking to grow, Spring provides the tools to build a successful business. We know that starting a business and trying to change the world for the better is not easy; our goal is to help you maximize your chance of success as an entrepreneur.

The programs at Spring have been developed through the experience and expertise of real life entrepreneurs. The programs can be combined to create a comprehensive startup experience from ideation stage to closing your Series A round; they are designed to foster your ability to develop innovative ideas and products that will change the world.

Taught by Vancouver's best instructors, Spring has incubated over 200 companies through 35 cohorts, and has helped create 150+ jobs in our 35 cohorts of 300+ entrepreneurs. Many of our companies have been accepted into premier accelerator programs such as Entrepreneurs Round Table, Futurpreneur, Fledge, Radius, and SRCTec.

Join Spring and build your own success.

"Spring has a 92% satisfaction rating over 27 cohorts of 261 entrepreneurs. It has proven itself to be the best of its kind in Western Canada"

Our Instructors

Learn from Vancouver's top entrepreneurs, investors, designers and developers. With a combined experience of 30 years in entrepreneurship, lean methodologies and growth hacking strategies, the Spring team delivers the highest quality of startup education.



Keith Ippel

With over 15 years experience as a leader in technology centric businesses, Keith has accelerated the growth of both small and large companies, launched new products, and raised over \$20m in angel investment and venture capital. He has an unparalleled ability to collaborate with entrepreneurs, employees, and investors to deliver amazing products to the market. Keith is passionate about creating opportunities that previously did not exist for people and co-founded Spring to bring that into the social venture space.



Chin Hing Chang

Chin wants to change the world, and he believes that the best way to do that is to develop and empower other leaders to make sustainable and meaningful change. A serial entrepreneur with a background in sales and operations, Chin supports Spring as Program Manager and Lead Facilitator. Chin not only drives content development for Spring, but he also manages partner and mentor relationships, provides consultation for entrepreneurs, and is leading the global expansion of Spring's programs.



Sana Kapadia

Sana brings a global background in impact investing, equity research and finance and has mentored a diverse set of social entrepreneurs. She guides our high growth entrepreneurs in their capital raising process, driving the content development, program delivery, and facilitation, as well as post-programme support and strategic advisory services. Also, as the driving force behind all things impact at Spring, she is committed to fostering a robust ecosystem of innovation, as Spring builds out their platform to empower entrepreneurs to use business as a force for good.

Guest Speakers

Spring has partnered with over 150 experienced entrepreneurs and industry experts to give our entrepreneurs a ground zero view of what it really takes to build and run a successful business. Some of these prominent guest speakers include:



Boris Wertz
Version One Ventures



Alexandra Greenhill
myBestHelper



Ryan Spong
Foodee, Tacofino



Ambrosia Vertesi
Duo Security



Chad Fryling
Futurpreneur



Lisa Fraser
Snug Vest



Daryl Hatton
Sponsifi, FundRazr



Charlyne Fothergill
Lighthouse Labs



Lisa Von Sturmer
Growing City

Spring Sales Workshop

About The Workshop:

The Sales Workshop is a 6-hour intensive course which will help you build a sales process, understand the process of selling Business to Business (B2B), and provide you and your sales reps with fundamental sales training on techniques and methodologies.

Who Is This For:

The Sales Workshop is designed for early stage, for-profit companies that sell a product or service to other organizations/businesses. Founders are encouraged to undergo this sales training to better understand how to set up their revenue engine and recruit the right sales talent even if they are not directly involved in the sales process. People involved in the sales process will benefit the most from this workshop as it provides the training necessary to build and improve on sales.

Goals:

- Understanding and mapping out the sales process (auditing your existing process)
- Creating a funnel specific to your business
- Leveraging marketing to feed into sales (Inbound Sales)
- Prospecting techniques and funnel (Outbound Sales)
- Creating a sales script/copy for different touch points in your funnel
- Negotiating to a close
- Reducing funnel “leak”, shortening sales cycles, increasing Lifetime Value of customers

Learning Outcomes:

The Sales Workshop helps you with building a systematic and repeatable sales process through a mixture of exercises, industry best practices, basic understanding of behavioural psychology. The workshop also provides sales training for those unfamiliar with selling techniques and methodologies.

By Joining The Sales Workshop, You Will:

- Gain a clear understanding of industry best practices and what works best for your business.
- Understand what to look for in a good sales hire
- Understand how to approach sales in your own style, without the discomfort associated with being a greasy or unethical salesperson
- Better understand buyer psychology and how to lead a customer to a close
- Create a repeatable baseline process that you can use to train and tool up other salespeople

Workshop Detail

Sales Workshop Includes:

6 Hours
of Learning
& Workshops

1 Session

Saturdays
12-6pm

20 People
Per Cohort

Content
Workshop

Payment Options:

Regular

\$399 Upfront +GST

Syllabus

Modules	Lesson	Topics
1	Building a Sales Process	<ul style="list-style-type: none">• Building a customer persona• Channels to reach your customer• Building a sales Funnel
2	Mapping Out Your User Journey	<ul style="list-style-type: none">• Creating a sales script• Getting to a close• Copywriting
3	Outbound Sales	<ul style="list-style-type: none">• Prospecting techniques• Cold Calling• Emailing• Demo's & Proposals
4	Inbound Sales	<ul style="list-style-type: none">• Generating leads• Reducing Funnel Leak• Content Marketing
5	Beyond the Process	<ul style="list-style-type: none">• Hiring early salespeople• Metrics & KPIs• Motivating & Managing Salespeople• Shortening Sales Cycles• Increasing LTV of customers

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SALES WORKSHOP



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