



FOUNDERS SALES MASTERCLASS

WHO IS IT FOR

The Founders Foundation Sales Masterclass is an executive education program enabling founders or startup enthusiasts to become a Chief Sales Officers. It is constructed to help them to master their organization's growth and to know the most important sales success factors.

This Founders Sales Masterclass is exclusively based on the B2B Sales Framework of Jens Hutzschenreuter and Digital Business Group and has been successfully implemented in over 40 high-growth sales organizations within VC-backed startups, corporates and private equity-backed ventures.

- (Co) Founder in a tech driven B2B startup who is operating in the market with a committed sales pipeline
- Experienced sales professional with digital products and a high interest in taking the next career step
- Accomplished Corporate Sales or Account Manager who is ready to create an entrepreneurial mindset

WHAT MAKES THIS PROGRAM SO SPECIAL

- International B2B Sales expert Jens Hutzschenreuter as the Program Director
- A Diverse team of top-notch sales professionals with backgrounds from Boston Consulting Group, Groupon, IBM, Microsoft, Techstars, the SaaS Institute
- Complimentary 1 on 1 coaching sessions with all of our C-Level instructors (Jens Hutzschenreuter, Andre Ottlik, Georg Volwahsen)
- We believe in the practical nature of sales and hence designed the program based on several practical exercises and exclusive valuable industry insights

JENS HUTZSCHENREUTER PROGRAM DIRECTOR

Jens started his career advising large corporate companies on sales and marketing at the Boston Consulting Group. After that he co-founded City Deal, which grew to operate in 16 companies in six months, before being acquired by Groupon. He then worked for Groupon in Europe, Asia, and the United States, developing a highly structured and effective approach to B2B sales. Since moving back to Berlin, he has founded two companies, Digital Business Group and Sales Potentials, in addition to sharing his experience as a mentor with startups through multiple accelerators. Digital Business Group provides sales consulting and interim management for tech companies, while Sales Potentials is a B2B sales and business development headhunter.



BCG
GROUPON
digitalbusinessgroup⁷
salespotentials⁷



ANDRÉ OTTLIK NLP & LEADERSHIP TRAINER

Andre works since 10 years with Startups optimising their communication techniques and sales approach. Combining NLP techniques and High Performance Coaching he helps you to increase your revenue.

GEORG VOLWAHSEN SAAS INSTITUTE

The SaaS Institute combines a deep knowledge in outbound, sales and marketing with a practical and quick wins oriented methodology that has allowed us to see real results within a short period of time.



**STARTUP
WORKSHOPS**

Pitch



MARIA MCMNAMIN PITCH

joined Pitch as the global head of sales in July this year. Pitch is a Berlin-based presentation software start-up founded by the team that built Wunderlist and funded by Thrive Capital, Index Ventures, and BlueYard.

Maria started her career in technology sales at CA Technologies in Dublin. In 2000 she founded an online art marketplace, that pivoted into Ireland's first art fair and grew to a portfolio of art events. She sold that business and joined Salesforce in 2010, where she spent five and a half years across five roles in the sales organization. She joined Stripe as the twelfth employee in Dublin's EMEA headquarters to set the new business sales team. There she built the EMEA new business sales function, the UKI account management team and the EMEA business development team.

8 WEEKS 4 MODULES HYBRID DIGITAL PART-TIME

PARTICIPATION FEE OF 1.099 € PER PERSON
CLASS SIZE IS LIMITED TO 20 PARTICIPANTS

WHAT DOES HYBRID DIGITAL MEAN?

We believe that personal interactions are beneficial for peer to peer learning and bonding. Therefore, two modules will take place @ Founders Foundation while adhering to all safety & health requirements.

All workshops will take place from 15:00 - 20:00

On-site workshops will shift to virtual format, subject to COVID19 restrictions.

MODULE 02 VIRTUAL 15.10. - 16.10.2020

THURSDAY 15.10.2020
SALES MANAGEMENT
OPERATIONS

FRIDAY 16.10.2020
SALES PROCESS

WITH
JENS HUTZSCHENREUTER
ANDRÉ OTTLIK

FIRESIDE CHAT WITH
MARIA MCMNAMIN

MODULE 04 @ FOUNDERS FOUNDATION 12.11. - 13.11.2020

THURSDAY 12.11.2020
SALES STRATEGY

FRIDAY 13.11.2020
SALES MANAGEMENT
OPERATIONS

WITH
JENS HUTZSCHENREUTER

MODULE 01 KICK-OFF @FOUNDERS FOUNDATION 01.10. - 02.10.2020

THURSDAY 01.10.2020
SALES PROCESS

FRIDAY 02.10.2020
SALES PROCESS

WITH
ANDRÉ OTTLIK

MODULE 03 VIRTUAL 29.10. - 30.10.2020

THURSDAY 29.10.2020
SALES STRATEGY

FRIDAY 30.10.2020
SALES MANAGEMENT
OPERATIONS

WITH
GEORG VOLWAHSEN

KEY LEARNINGS OF OUR SESSIONS

SALES PROCESS

- Learn how to structure your sales pitch and lead the conversation towards the final yes
- Learn why people buy your product in the first place
- Learn the fundamentals of sales psychology

SALES MANAGEMENT / OPERATIONS

- Learn the key components of highly successful sales management
- Learn all about how to coach and build your sales team
- Learn how to choose the best lead gen and CRM tools

SALES STRATEGY

- Learn all about how to understand & analyze a market which will help you to construct an effective sales strategy
- Learn how to articulate the true value of your product and the price tag attached to it
- Learn how to choose your most effective sales channels