

Salesforce Nonprofit & Education Consulting Partner Growth Offers

Offer	Sales Training	Comparative Analysis	Go-To-Market Strategy Accelerator	Strategic Advisory Services
What is it?	Professional Services Sales training leveraging the MEDDIC framework, which provides the steps required to drive an opportunity to closure and know exactly what the next best step is.	A custom analysis comparing your firm to up to 10 other firms of your choosing, plus the partner landscape as a whole, on 50 data points used by Salesforce and customers to evaluate partners.	A focused 8-week intensive to solidify your positioning and develop or refine a go-to-market strategy that clearly aligns to the success you want to achieve in 2024.	Work one-on-one with Watt & Susan, drawing on their 30 years of collective experience in the Salesforce ecosystem for nonprofits and education, to accelerate your firm's growth in 2024.
Who is it for?	Sales teams, implementation leaders and project managers – anyone who works with clients during sales processes.	Any Salesforce consulting firm that works (or is considering working) in the nonprofit or education sectors.	Consulting firms between \$1m and \$5m in annual revenue looking for increased growth and opportunity.	Consulting firms with over \$5m in annual revenue who want to solidify their positioning, clarify their strategy, and grow revenue.
What is the benefit?	MEDDIC sales process is a B2B sales qualification methodology. Its benefits are: <ul style="list-style-type: none"> - Improves efficiency - Increases quarter to quarter close predictability - Delivers a common framework the whole team can use to deliver results - Aids in the closure of more deals 	Discover or validate: <ul style="list-style-type: none"> - Your competitive advantages based on objective data - Gaps or areas where you lag your peers or the landscape - Which firms you are comparable to / are your look-alikes - Opportunities for greater differentiation or greenfield growth 	<ul style="list-style-type: none"> - Clarify your vision for 2024 - Validate or refine a defensible positioning and competitive advantage with your target audience and for your intended services. - Develop or refine your messaging to align to your positioning for both Salesforce and prospects. - Achieve renewed clarity and confidence for 2024. 	<ul style="list-style-type: none"> - All of the benefits of the Go-To-Market Strategy accelerator, conducted one-one-one with your firm - Private sales training for up to 4 of your sellers - Greater clarity and confidence in the direction of your firm and your ability to drive new business in the nonprofit and education sectors in 2024.
How is it delivered	Live training with Susan Tobes across 3 two-hour webinars or 1 half-day, training materials and multiple exercises.	Custom slide deck + 1 hour follow-up consultation with Watt Hamlett.	Four 90-min. group sessions with up to 8 firms, and four 60-min. one-on-one sessions with Watt & Susan across 8 weeks, Oct. 9 - Dec. 8.	3 consecutive months of one-on-one work with and access to Watt & Susan via scheduled calls, working sessions, emails and Slack.
What is the cost?	\$2,000 For up to 4 participants/company	\$2,500	\$7,500 - sign-up by Friday 9/29 Includes Comparative Analysis (\$2,500 value)	\$37,500 Includes Comparative Analysis & Sales Training (\$4,500 value)
How do I sign up?	Contact Susan Tobes	Contact Watt Hamlett	Contact Susan Tobes or Watt Hamlett	Contact Susan Tobes or Watt Hamlett