



April 12, 2024

Smashing Your Sales Goals

EXPERTS TELL ALL

SMASHING YOUR SALES GOALS: EXPERTS TELL ALL

FRIDAY APRIL 12, 2024 11 AM - 12:15 PM (EST) LIVE ON ZOOM



Dr. Erika Pryor

Founder and CEO
of EPiC Learning,
Course Creator



Courtnee Hawkins

Freedom Equity,
Business Programs
Director



Abiona Harper

Columbus Chamber of
Commerce, Business
Programs Coordinator



Erika Hill

Goldman Sachs 10,000
Small Business,
Executive Director

Welcome

Smash Your Sales Goals is a movement to empower, encourage and uplift entrepreneurs and business owners to exceed their BHAG sales and revenue goals.

This movement is based on three core pillars: ***Smash It, Cache It, and Stash It.***

1. Smash It.

Empowers sales pros to exceed BHAG sales and revenue goals with innovative and application-focused training and learning solutions.

2. Cache It.

Encourages sales pros to leverage technology to make space for creativity, streamline processes, and increase productivity.

3. Stash It.

Uplifts sales pros connecting them to people partners to accelerate economic impact through job creation, financial literacy and wealth-building.



Moderator

Dr. Erika Pryor

Founder & CEO of EPiC Learning, Course Creator

EPiC Learning delivers innovative training solutions on a range of topics in addition to marketing and communications. Since launching EPiC Learning, Dr. Pryor and her team have created a-ha moments for more than 300 learners across Ohio and the U.S.

- **10+ years experience** in B2B marketing, branding, training, coaching, economic development, and workforce development.
- EPiC Learning **delivers innovative solutions that create a-ha moments for learners** anywhere, everywhere.
- **Competency areas:** Marketing and Communications; Career Advancement & Professional Development; Community Outreach & Engagement



Panelists

Courtnee Scott-Hawkins Director, Business Services



Courtnee is deeply committed to enhancing the financial resilience of marginalized entrepreneurs. She intimately understands the hurdles small business owners encounter and strives tirelessly to identify and implement solutions. Courtnee channels her passion and expertise to bolster the financial capacity of underserved entrepreneurs, driving meaningful community impact.

- ***Founded and scaled a home care company*** grossing over \$10 million in government contracts
- ***Founded and later sold The Judges Mansion*** an Olde Towne East, a short-term rental and hospitality venue created in 2015
- ***Early startup team member*** with AIRBNB and Everything But The House.



Panelists



Abiona Stinson-Harper

Business Programs Coordinator

Small business is my JAM! I help connect entrepreneurs with resources to build a solid foundation on which they can scale a sustainable business.

- An exceptional customer experience encourages repeat business and positive word-of-mouth referrals
- Optimize Social Media to engage with your audience and build relationships that can convert into sales
- Set clear targets by establishing specific and measurable sales goals

Panelists

Erika Hill

Goldman Sachs 10,000 Small Business Director, NEO

Erika Hill oversees the launch and operation of professional development and engagement initiatives for Goldman Sachs 10,000 Small Businesses. Erika uses best practices and experiential solutions in the areas of communications and participant engagement to ensure inspiring outcomes and high returns.

- **Originally from Columbus, Ohio**, Erika served as a board member for the Women's Board of Nationwide Children's Hospital,
- **Former trustee on the Board of the Friends** of the Columbus Metropolitan Library.
- **Certified Project Management Professional** with over 25 years of experience.



Panel Question



What is the biggest myth about sales you have busted for business owners or had busted for you as a business owner?

Panel Question

Smash Talk: What's your perspective on RFPs/RFIs?

How do you recommend business owners optimize the opportunity?

Panel Question



What are the biggest challenges you've seen or experienced that have contributed to elongated sales cycles?

Smash Talk: What are business owners not doing today that they should/could to impact prospecting?

Panel Question

What is the #1 mistake founders and sales pros make when developing a pricing strategy?

Smash Talk: Why does “Send me your rate sheet?” strike fear into the hearts of entrepreneurs?

What is the most valuable recommendation you can offer pricing strategy?

Panel Question



What common mistakes do you see business owners make when it comes to payment collection?

What recommendations do you have for business owners experiencing challenges collecting payments?

Thank You!

Join the Smash Power Tribe! Sign up for the newsletter with updates, events and program releases!



Upcoming Smash Nation Events



**Can You Send
Your Rate Sheet?
Pricing Strategies
Uncovered**

**Friday, June 14,
2024 @ 11am-
12:15pm**



**SmashCON:
Live Boot Camp
Preview**

**Friday, August 9,
2024 @ 11am-
12:15pm**

Get Connected. Stay Informed.



Dr. Erika Pryor

Founder and CEO
EPiC Learning, Smash
Program Creator



Abiona Harper

Columbus Chamber of
Commerce,
Program Coordinator



Courtnee Hawkins

Freedom Equity,
Business Programs
Director



Erika Hill

Goldman Sachs 10,000
Small Business,
Executive Director