

What if you could deliver to your startup & scaleup ventures the same intensive B2B sales training that MIT, Harvard University and many top-tier business accelerators around the world offer theirs?

B2B Sales Workshops for Startups

In this popular no-nonsense course (which has been offered at MIT since 2008), startup founders and their sales teams receive a highly-accelerated education on B2B selling. This workshop is not about sales theory, but the “practical” sales techniques that have an immediate impact on acquiring customers and generating revenue.

Over 5 half-day sessions, Founders and their teams will learn how to:

- ✓ *Profile Customers*
- ✓ *Qualify Prospects*
- ✓ *Work a Sales Pipeline*
- ✓ *Overcome Objections*
- ✓ *Sell ROI & Business Value*
- ✓ *Gain Support from Decision Makers*
- ✓ *Lower Barriers to Getting Started*
- ✓ *Negotiate and Close Deals*
- ✓ *Build Channel Sales Partners*



The course is taught by Kent Summers and Jim MacDonald, with 50+ years of successful enterprise sales experience.



John Knapton
Director of Growth & Scaling
Catalyst Innovation Centre
Belfast, Northern Ireland

“Every year I bring CEOs from Northern Ireland’s most promising innovation companies to Boston for a week of intensive B2B sales training with Kent Summers. The feedback is always tremendous, and the impact on our company’s revenue growth is measurable.”



John Rothenberg
Founder, Director
SOSO Limited
Boston MA

“Your sales workshop dramatically helped our sales process. We experienced a huge turnaround in productivity and revenue since we started following your sales principles and methodology.”



Rob Snyder
HBS 2018
Founder, Aday
Boston MA

“Your sales training may have just changed the trajectory of our young company — I took 23 pages of notes, and expect to restructure our current GTM! Massively valuable content.”

CONTACT US at www.spinnakersales.com
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MA-based companies are eligible for 100% reimbursement from the Commonwealth Workforce Training Fund Express Program