



Introduction to SDSA's Core Training Modules

Core Transformational Course Development
Planning & Execution & Earning

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January 7, 2023 - v1

San Diego Sales Academy (SDSA)

1. Mission

- a. Provide sales training to professionally minded individuals that desire to pursue a successful and rewarding selling career in complex business-to-business sales through a well-defined process that lends itself to better planning and execution.

2. Vision

- a. Create a training curriculum that evolves into an accredited Masters level collegiate degree – Masters in Sales Administration (MSA)

About Alan Gehami

1. 40 years working with telecom providers and enterprise customers
 - a. BSEE and MBA Certificate
 - b. 7 years as a software/firmware engineer with the Intel CPU family
 - c. 10 years of post-sales, network operations, and pre-sales
 - d. 25 years of sales and business development
 - a. Nearly 15 years with early to mid-stage startups
 - b. Combination of sales and sales management
 - e. Extensive experience with partners and VAR community
 - f. Currently a Cisco Sales Specialist (10 years) focused on:
 - a. Delivering Optical, IP/MPLS, Routing with integrated Automation
 - b. Strategic sales enablement for both direct Cisco sales teams and VARs

SDSA Success Outline

- Understand the solution that you are selling
 - It's the value that you will be judged against
- Understand your Market
 - It's the key to your success
- Understand your Company
 - It's why you do what you do
- Understand your Competition
 - It's the reason your market exists
- Understand your Compensation Plan
 - It's how you earn

SDSA Training Modules

1. Selling Basics

- a. What is Complex B²B selling
- b. Think like a “seller”

2. Sales Planning

- a. Sales plan development
- b. Communications skills development

3. Growth & Execution

- a. Understand & Study your market
- b. Your compensation plan

4. Earn by Achieving

- a. Maximize your comp plan
- b. Manage your quota attainment

Selling Basics – *What is Complex B²B Selling?*

1. The sales profession
2. Long sales cycles
3. Building relationships
4. Master your solution offering
5. Define your market
6. Your product lifecycle stage ?
7. Need for a long-term strategy
8. Need for short-term strategy
9. Develop a sales plan
10. Focus on Customer value

Sales Planning

Sales Process Basics

1. BANT Process
2. BANT Example
3. SWOT Analysis Defined
4. SWOT – “Internet Edge Router”
5. Group SWOT
6. Elements of a Sales Plan
7. Sales Plan Creation
8. Tracking your progress vs Goal
9. Forecast & Pipeline Management
10. Secure & Close the opportunity

Growth & Execution

Understand & Study Your Market

1. Who is your competition
2. Who are your allies
3. What is your market size
4. What is your market share
5. What are the market risks
6. What are the growth factors
7. What are your adjacent markets
8. Who are the “Market Experts”
9. Future direction of “Market”
10. Industry associations and forums

Earning by Achieving

Your Compensation Plan

1. Quota and personal earnings
2. Key comp plan components
3. Term period of plan
4. Review with manager
5. Signed agreement
6. Paid on bookings vs shipments
7. Adjustments to comp plan
8. How are returns handled
9. Tie into forecasting
10. Sales ranking & earnings

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