

# BAS101 Syllabus

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## Instructor

Greg Walters

## Phone

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## Email

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## Location

Remote/Zoom

## Support

30-day post session phone

## Course Overview

Selling with Business Acumen (BAS101) – Introduction to Business Acumen in Selling – 2 hrs.

1. What is Business Acumen in Selling and why is it important
2. Sources
3. Applying business acumen in the selling environment

We'll be discussing the concept of acquiring and applying business knowledge in your sales process. Intended for all levels of experience.

## Recommended Text/Pre-Course

Solution Selling is Dead, The Imaging Channel

## Course Materials

There are no required materials.

- PowerPoint
- Session Recording

## Course Schedule

Time	Subject	Description
30 Mins	Introduction to Business Acumen for Selling	Your business knowledge, Book vs. Street, what it isn't, what it is
30 Mins	Impact	Consultative, Trusted Advisor, Peer, Business revenue, cost, profit
30 Mins	Sources	Prospects/Clients, Assessments, Self-Study
30 Mins	Applications	Verticals/Industry, Questions, Examples

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## **General Policy**

These courses are designed based off years of in the field experiences with sales reps from different industries, selling both products and services. These experiences are from the selling professionals' and the purchasing organizations' viewpoint, both sides of the selling table.

## **Suggested**

Take handwritten notes. Don't type into a computer.

Ask many questions.

Put your phones down, in airplane mode.