

BAS200 Syllabus

Instructor

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Location

Remote/Zoom

Support

30-day post session phone

Course Overview

Building Business Acumen for Selling (BAS200) - How to Acquire Business Acumen – 2 hrs.

1. Collecting your BA with enhanced assessments.
2. Existing Customers & Prospects
3. Organizing your collection

Recommended Text/Pre-Course

[The Back Of The Napkin by Dan Roam](#) | [Book Brief, YouTube](#)

[The Imaging Channel](#)

Course Materials

There are no required course materials.

- PowerPoint
- Session Recording

Course Schedule

Time	Subject	Description
1 – 30 Mins	Question to ask & the assessment	More than open ended questions and the enhanced assessment
2 – 30 Mins	Who do you acquire most of your knowledge	Where will you find the most knowledge
3 – 30 Mins	Organizing your knowledge	Paper and pictures
4 – 30 Mins	Applications	Verticals/Industry, Questions, Examples

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.