

# BAS300 Syllabus

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## Instructor

Greg Walters

## Phone

262.370.4193

## Email

greg@grwalters.com

## Location

Remote/Zoom

## Support

30-day post session phone

## Course Overview

Employing Business Acumen in the Real World (BAS300) - Understanding Multiple Business Models – 2 hrs.

1. General financial review
2. How do your existing customers & prospects make money?
3. Example models

## Recommended Text/Pre-Course

### Why Business Acumen is Key to Sales Success (And How to Get It)

HubSpot

## Course Materials

There are no required course materials.

- PowerPoint
- Session Recording

## Course Schedule

Section	Subject	Description
1 – 30 Mins	Financial Literacy	The basics financial concept relevant in the selling process
2 – 30 Mins	How do they make money?	Deeper dive into the selling process
3 – 30 Mins	Example Models	Class outlines different model from various industries
4 – 30 Mins	Applications	We apply Business Acumen Selling to the above models

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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.