

Culture Driven Sales & Go-To-Market Strategy

MKTG 579

5 Sessions
Tuesday Eves
April 15 – May 13
6:00 – 9:30pm
2 Units

Kelly Breslin Wright was Tableau's EVP Sales (CRO), growing the company from inception through IPO and to \$850m. She was President and CEO of Gong. She has served as Board Director/Advisor to public and private companies including Fastly, Lucid, Amperity, Even, Dropbox, and Asana. She is Founder of Culture Driven Sales.

A comprehensive go-to-market and sales strategy is the overarching plan to take a product or service to market in a way that best addresses the needs of customers. An effective strategy requires an organization to first solidify its core mission, values, differentiated value proposition, ideal customer profile, and ideal seller profile. These inputs help to inform the company's ideal sales motion, sales organizational structure, selling processes, and sales operations. The go-to-market strategy will arm the company with a competitive advantage impacting how the team reaches and interacts with prospects and customers. The company's culture and unified purpose help drive sales, growth, and success.

Marketing 579 is a general business course. The class will provide practical applications and knowledge relevant for companies of all sizes or verticals. Each person in a company (whether a Founder, CEO, or in Sales, Marketing, Product, Finance, or Operations) should have a comprehensive understanding of the go-to-market & sales strategy.

What?

- Mission/Vision
- Values
- Company Story
- Value Proposition
- Customer Profile
- Seller Profile
- Sales Operations

Who?

General managers, entrepreneurs, founders, and those interested in a career in Sales, Marketing, Product, or Operations.

Why?

Successful companies must have an integrated, thoughtful, and focused Go-To-Market & Sales strategy to target and serve customers and to best align Marketing, Sales, and Product.