

# Strategic sales masterclass

CLT shares practical tools, methods and feedback to help companies boost sales and accelerate their business

## Why is the masterclass needed?

SMEs and spin-outs often need new skills to refine their sales processes, develop their value proposition and improve their market positioning. It can be challenging to define, approach and sell to the best target market.

New ventures benefit from proven tools and methods that help them access channel partners secure strategic sales.

## What do participants learn?

CLT runs strategic sales masterclasses that provide new tools and knowledge to improve marketing and boost sales.

The sessions help companies define their target market and learn how to warm up potential clients. Tools are offered to structure sales and marketing functions to use time strategically, orient market positioning to create messages that land and stick, and refine and practice pitching.

## Typical clients



Public sector Departments,  
Ministries or Agencies



Business accelerators and  
incubators

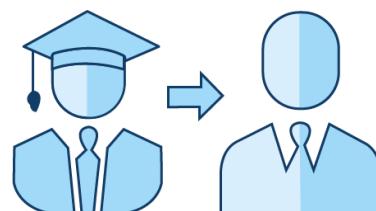


University enterprise hubs  
and commercialisation units

## Typical beneficiaries



Small and Medium-sized Enterprises



University spin-outs

## Description

CLT's strategic sales masterclasses provide SMEs and spin-outs with tools and knowledge to improve marketing and secure sales. The objectives of the sessions are to provide practical tools to early stage ventures, give teams feedback on their planned sales and marketing approach, and share experience gained by other early stage ventures. The target audience includes CEOs, sales leads and business development managers that have products and services ready for sale and a need for accelerated pipeline development and scale-up. We encourage 2-3 people from a company to attend.

**The workshops typically include six segments:**

- 1 **Customer value propositions**  
Who is the customer? What are the benefits and costs of your proposition?
- 2 **Industrial partnering**  
Working with major companies and understanding their motivations and processes.
- 3 **Market positioning**  
How do you create messages that resonate with customers? How to be heard in a crowded marketplace? How can you sell through others?
- 4 **Strategic sales**  
What is your value proposition and who are your strategic customers? Which initial sales are the most important? How do you secure these critical sales?
- 5 **How to use your network and “warm up cold calls”**  
Practical exploitation of your network and strategies for warming up potential clients.
- 6 **Sales meeting practice pitches**  
How to structure your pitch to be persuasive? Give and receive peer-review feedback.

Evaluation showed that 93% of workshop graduates strongly agree that they significantly benefited from participating in the masterclass.

### Testimonials

*“Very high standard and professionalism of the trainers and material.”* – BCMY Limited

*“Excellent! I completely refined my sales pitch.”* – Africa Power Limited

### Past clients