

Aspiring Women Entrepreneurs Series

Session 1: Exploring Entrepreneurship

- Entrepreneurial Readiness Assessment
Start-up checklist
- Business Background Inventory
- SWOT Analysis of your company
- Proof of Concept of your business idea; what you need to research before you start your business
- Developing a Start-Up Budget
- Writing your Business Plan

Session 2: Sales Strategies

- Developing your Sales Plan
- Customer Profiles; Identifying your target market
- Value Proposition; articulating your value and outcomes your clients will get working with you
- Building a data base of prospects
- Sales Calls Strategies; every call has an objective

Session 3: Marketing Strategies

- Marketing Fundamentals-website and marketing materials
- Social Media Platforms; where to spend your time
- Women's Business Enterprise (WBE) Certifications
- Supplier Diversity; are you a potential vendor for a Fortune 500 company
- Exploring Government Contracting

Session 4: Selling Your Professional Services Firm

- Business Background Inventory-leveraging your credentials and experience
- Building your reputation as a business authority
- Your consulting practice-articulating your services and deliverables
- Developing your tools; assessments, inventories
- Pricing strategy; project rates or hourly fees
- Contracts; legal considerations, liabilities and preparing for scope creep
- Strategic Partnerships; who in your network can you work with to augment your business

Mary Jacobs, MA Bio 2020



Mary Jacobs, MA is Director of The Center for Sales Innovation at St Catherine University in St Paul, MN. She oversees the Business to Business and Healthcare Sales degree programs and is also a facilitator for the Sales Executive Forum and professional development classes for women professionals offered through the center.

Mary teaches courses on Sales, Ethics, Customer Intelligence and Social Entrepreneurship.

Prior to working in Higher Ed, Mary was a sales leader for several years, leading teams of sales professionals working with large Fortune 500 companies. Mary worked for Northwest Airlines for 19 years and has lived in Boston, Detroit and Seattle before moving back to the Twin Cities and starting her own sales training business.

In her corporate career, she has worked with Fortune 500 companies including Amazon, Boeing, Starbucks, Microsoft, Nike, Adidas and is experienced working with senior executives and negotiating complex, multi-million dollar corporate contracts.

She uses her experience in the classroom when she teaches sales to students and professional women.

Her passion is women entrepreneurship, especially women in mid-career, over 40.

She has years of experience working with entrepreneurs and has been teaching and consulting with women who are transitioning from employee to entrepreneur.

Mary started her consulting practice, The Women’s Exclerator, several years ago and teaches women entrepreneurs how to sell themselves and develop strategies for growth and sustainability.

www.thewomensexclerator.com

She self-published a workbook for entrepreneurs-The Women’s Exclerator Start Up Journal.

Mary is an experienced mentor and workshop facilitator and has also been a SCORE counselor for 14 years and has worked with hundreds of entrepreneurs.

