

BABSON SALES LEADERSHIP



Entrepreneurial Sales Leadership at Babson

Developing sales leaders who drive entrepreneurial growth in a world where traditional playbooks no longer work

Babson College, ranked #1 in Entrepreneurship by U.S. News & World Report for 32 years and #2 by The Wall Street Journal/College Pulse, has launched its first Professional and Executive Education custom program in sales: Entrepreneurial Sales Leadership for Enterprises.

Entrepreneurial Sales Leadership for Enterprises is a six-week program for director-level and above sales leaders at mid-to-large companies, featuring three in-person days and three virtual 90-minute sessions, focused on market share growth and new market exploration.

This program, created and delivered by Babson faculty in partnership with accomplished sales leaders and industry experts, utilizes Babson's Entrepreneurial Thought & Action® methodology to enhance sales return on investment.

The six-week program starts with two and a half days in person at the Babson Executive Education Conference Center, followed by three online sessions in weeks 2–5, and a half-day capstone at Babson in week 6.

PROGRAM FORMAT

- » In-Person: 2 ½ days
- » Virtual: 3, 90-minute sessions
- » In-Person: ½ day

PROGRAM LOCATION

Babson Professional and Executive
Conference Center, Wellesley, MA



DESIGNED FOR

- » Director-level and above sales leaders from mid-sized to large enterprises

ZERO TO ONE TO SCALE

For established organizations, “zero-to-one-to-scale” provides a strategic framework that equips sales leaders to navigate unfamiliar terrain with entrepreneurial agility—whether launching new offerings, entering new segments, or reimagining GTM strategy. The journey starts with creative problem-solving and risk-taking to establish a foothold (“zero to one”), then moves to disciplined execution and growth (“one to scale”). Recognizing and respecting the distinct requirements of each phase helps companies allocate resources wisely and adapt to new environments effectively.

- » Zero to One: Innovate or adapt to create a relevant offering for the new market, starting from scratch.
- » One to Scale: Expand and optimize operations to grow market share and establish long-term viability.

This approach gives established organizations a road map for successful expansion, guiding them through the process of becoming a meaningful player in new markets.

Why It Matters To Your Organization

- Equip your sales leaders to grow in markets reshaped by competition, AI and buyer empowerment
- Build a pipeline of entrepreneurial growth leaders ready for next-generation GTM challenges
- Strengthen alignment across Sales, Marketing, Finance, and Product to accelerate profitable growth

ENTREPRENEURIAL SALES LEADERSHIP

Day 1: ZERO

- Assessment debrief with participant profiles/results sharing
- Connecting strategy to sales execution
- Entrepreneurial sales fundamentals
- Entrepreneurial sales leadership principles
- Networking cocktails

Day 2: ONE

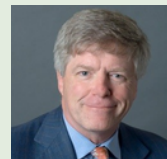
- Hiring/performance managing entrepreneurial sales teams
- Compensation and incentives alignment
- Orchestrated go-to-market approach
- AI in sales and revenue operations

Industry-Leading Faculty



Vini Onyemah

Professor of Sales and Marketing at Babson College, author, and global expert on entrepreneurial sales leadership and go-to-market strategy



Tom Davenport

Distinguished Professor of IT and Management at Babson College, renowned researcher, and author of *Competing on Analytics* and *Working with AI*



Frank Cespedes

Author of *Sales Management That Works* and former Senior Lecturer at Harvard Business School, advising global companies on strategy and sales alignment

Virtual Masterclasses - SCALE

- Finance alignment session with CFO perspective on board effectiveness
- Go-to-market ecosystems and alliances
- Revenue operations and technology stack

Final Day: SYNTHESIS

- Capstone Presentations
- Networking Session
- Practitioner Session
- Synthesis Session