

Traction for Startups: How to Land Your First Customers

BOSTON, MA

If you have an minimum viable product (MVP) that's great! Now you need to find a business model that will fly. This workshop will help you with:

- getting your first traction: customers or users;
- validating your current business model;
- understanding the Minimal Viable Sales System (MVSS);
- refining your drive to investors;
- acquiring the necessary sales skills;
- understanding who to target as customers/users; and
- making revenue goals a priority for your startup.

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