

IN PARTNERSHIP WITH **Upright**

# Tech Sales Syllabus

Career Bootcamp

**8 Weeks**

Online

**Part-Time**



## Why Tech Sales?



Tech sales professionals are in high demand for their ability to bridge the gap between **technology and business**. In this field, you'll have the opportunity to work with the most cutting-edge products and services and assist a diverse range of clients and industries in finding **solutions to their needs**.

Tech sales is a lucrative field, offering strong earning potential through **competitive salaries** and **commission-based structures**. If you have an interest in technology and enjoy building relationships, a career in tech sales could be the perfect fit for you.

### Starting Out

First Job Title

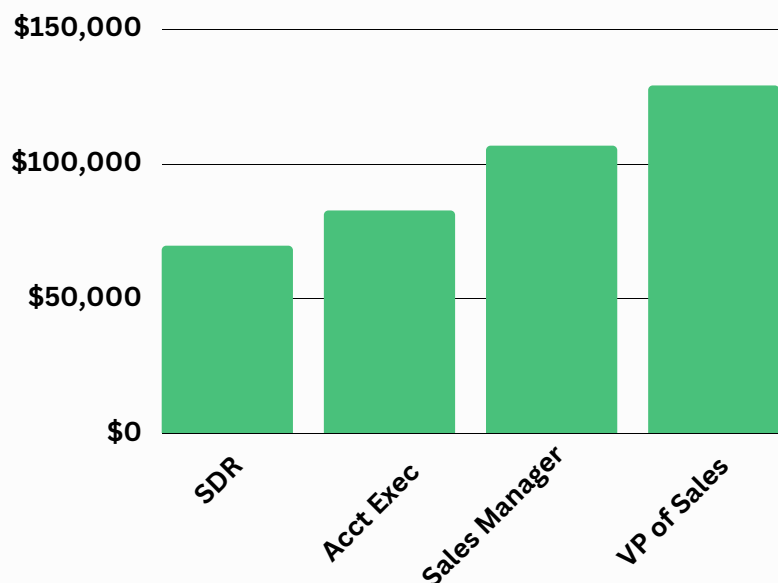
**Sales  
Development  
Representative**

U.S. Average Salary

**\$69,562**

Data from ZipRecruiter, 2022

### Career Trajectory



## How You Will Learn



### Professional Instruction

You will learn through instruction provided by an industry expert instructor that will guide you through our job-ready curriculum in the form of industry mentorship, lectures, coding challenges, projects, and labs.

### Online Learning

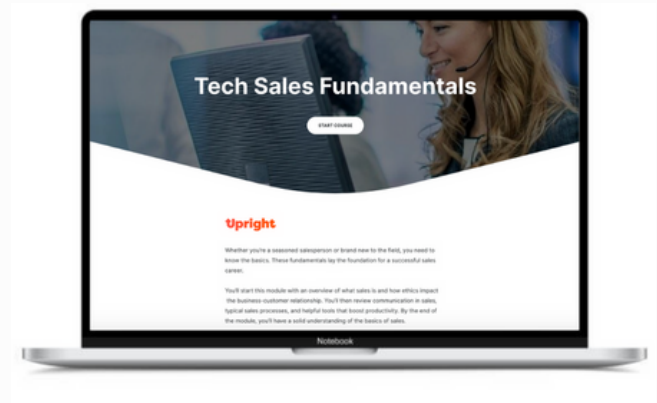
- Part-Time
- 8-Week program

### Unlimited Career Services Support

Unlimited career support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

### Practical-Application Learning

Individual exercises allow you to apply the knowledge and skills learned to real-world scenarios. Your capstone project will be sponsored by a client from a real company.



# What You Will Learn

## Syllabus Overview

### Pre-Work: Sales Basics

This fundamentals sales course is designed to help you develop the knowledge needed to succeed in the tech sales industry. You'll explore building **customer relationships** and **account management**, essential **sales tools**, and gain an understanding of the part **psychology** plays in sales. We will use practical examples to help you build a strong foundation in tech sales.

### Skills

Relationship  
Building

Consumer  
Behavior

Buyer  
Motivation

### Week 1: Introduction to Tech Sales

This introductory course will start your journey towards a career in tech sales by exploring some of the key skills needed in **selling tech**. It covers the core concepts and terminology of **technology sales**, such as developing **sales pipelines**, technology business models, and **prospecting**. Students will be introduced to sales technology tools including **customer relationship management** systems.

### Skills

Sales  
Pipelines

CRM  
Management

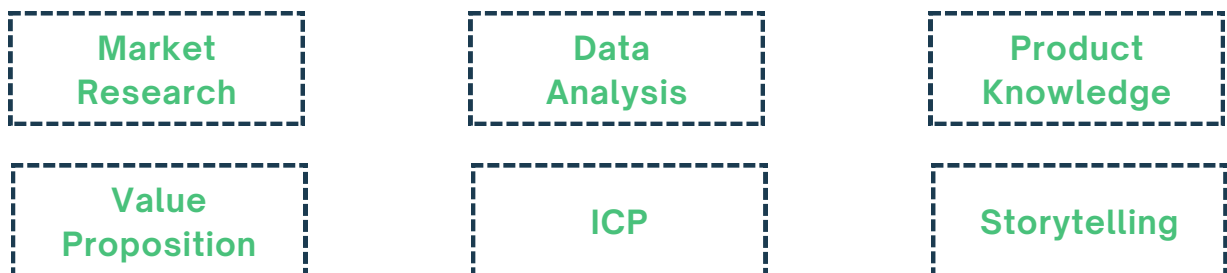
Prospecting

# What You Will Learn

## Week 2: Research

This Sales Research course provides students with a comprehensive introduction to the principles and practices of sales research. They will learn about **ideal customer profiles (ICP)** and how to utilize this resource. Students will learn how to identify, analyze, and interpret sales data in order to make informed decisions about product and **customer trends**. They will explore different types of sales research including **market analysis** and **competitive analysis**. Students will gain a deep understanding of **value propositions** and storytelling, and its use to improve sales performance.

### Skills



## Week 3: Engagement Strategies

This intensive course is designed to give tech sales professionals the necessary tools and techniques to successfully engage and **close prospects**. Students will learn to assess **customer needs** and develop sales strategies that include customer profiling, effective messaging, and persuasive presentations. Additionally, students will learn how to identify and apply best practices to create customized sales plans with a focus on **customer success**.

# What You Will Learn

## Skills

Strategic  
Planning

Lead  
Generation

Sales  
Presentations

Sales  
Strategies

Customer  
Retention

Sales  
Forecasting

## Week 4: Social and Consultative Selling

This course is designed to equip students with the necessary skills to develop deep relationships with their **prospects**. Students will learn how to identify customers' needs and create solutions that meet their needs. They will gain an understanding of how to use **social media** to reach new customers and build relationships with existing customers. Additionally, they will learn how to use **consultative selling techniques** to build trust and credibility with customers, as well as how to **close sales** and exceed customer expectations.

## Skills

Consultative  
Selling

Social  
Selling

Active  
Listening

B2B and  
SaaS Sales

Questioning  
Techniques

Emotional  
Intelligence

# What You Will Learn

## Week 5: Qualification and Discovery

This course is designed to help you identify and **qualify leads** to determine if they are a good fit for your product or service. You'll learn how to conduct **effective qualification** and **discovery conversations** with potential customers, as well as identify key decision makers and influencers within an organization. You'll learn how to ask the right questions to uncover **customer needs**, pain points, and **objections**, as well as how to build trust and credibility to effectively engage with leads.

### Skills

Communication

Empathy

Active  
Listening

Problem  
Solving

Cold  
Calling

Customer  
Service

## Week 6: Handling Objections, Following Up

This course is designed to help sales professionals effectively **overcome objections** and build meaningful relationships with their customers. The course covers how to recognize **customer objections**, develop **effective rebuttals**, and build trust and rapport through effective **follow-up strategies**. Learners will gain the skills to create meaningful conversations with customers, build **customer loyalty**, and develop long-term relationships. They will gain the confidence to handle customer objections, **overcome sales objections**, and develop successful follow-up strategies.

# What You Will Learn

## Skills

Objection  
Identification

Persuasion

Closing  
Sales

Adaptability

Negotiation

Problem  
Solving

## Week 7: Tools and Technology

This course provides a comprehensive overview of the technologies and tools used in the **sales process**. Students will learn how to use various sales tools to optimize **sales cycles** and maximize **customer satisfaction**. They will gain practical experience in using **CRM systems**, lead management software, **sales automation** tools, and other popular sales technologies. We'll also cover best practices for leveraging technology to increase **sales productivity**, establish customer relationships, and improve customer service.

## Skills

CRM

Data  
Analysis

Sales  
Automation

Email  
Sequencing

Sales  
Enablement

Tech Stack  
Tools

## Software

Salesforce

HubSpot



# What You Will Learn

## Week 8: Succeeding in Tech Sales

This course provides an overview of the soft skills needed to succeed in a technology sales career. It covers topics such as **time management** and how to schedule your day/week for success, dealing with **rejection**, managing **quota stress** and fear, and how to avoid **burnout**. With a focus on providing an in-depth understanding of how to navigate the **tech sales industry**, this course will equip you with the knowledge and confidence to excel in the field.

### Skills

Time  
Management

Stress  
Management

Self-Motivation

Adaptability

Critical  
Thinking

Problem  
Solving

# Career Development

Career workshops provide you with a framework to identify your post-bootcamp career goals and a 360-degree strategy to achieve them. Whether you have questions about an upcoming interview or need some help with your resume, one-on-one sessions provide you with an opportunity to get direct feedback from a career professional.

## **1:1 Coaching**

Unlimited career support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

## **Interview Prep**

Getting an interview is the first step to getting hired. Learn how to navigate these tricky conversations and prepare for technical interviews.

## **Resume, LinkedIn, & Cover Letter**

Learning how to represent yourself on your resume, cover letter, and online is crucial to giving potential employers an accurate and enticing first impression of your skills and capabilities.

## **Compensation Negotiation**

Negotiating your salary can be an uncomfortable situation. Professional coaching helps you learn the best strategies to negotiate fair compensation when discussing an offer.

## Contact Us

If you have any questions about the program or the admissions process, feel free to get in touch using the email address below or give us a call. You can also apply directly via our website.

### **Need help or have questions?**

Contact our team at Upright.

[admissions@uprighted.com](mailto:admissions@uprighted.com)

Or, give us a call:

**+1 802 242-0561**