



Your new career in tech sales starts here.

Maximize your potential in the sales industry and make a lasting impression on prospective employers by obtaining this unique tech sales certification, unparalleled in the market.

Tech Sales program



COURSE LENGTH
60 hours



LOCATION
Live Online



DURATION
20 sessions, weekends only

Jolt
EDVANCER

Program overview

The Tech Sales program is designed for recent graduates with bachelor's degrees or experienced sales professionals looking to advance their careers. The certification provides comprehensive training with a 60-hour course taught by experts from leading companies, enabling you to gain the necessary knowledge and skills required to excel in the tech sales domain.

The certification provides a solid foundation for a successful career in tech sales and opens doors to high-paying job opportunities and the possibility of promotion to senior management.

This program is perfect for you if:



B2B sales interests you and you desire career advancement.



You have just graduated with a bachelor's degree and are seeking a high-paying sales position.



You have sales experience and are seeking a high-paying position with excellent benefits and promotional opportunities for senior management.




Benefits of taking this program



Stand out from the crowd by getting certified as a tech sales professional.



Learn from , engage, and network with tech executives from top companies like LinkedIn, Intel, and Salesforce.



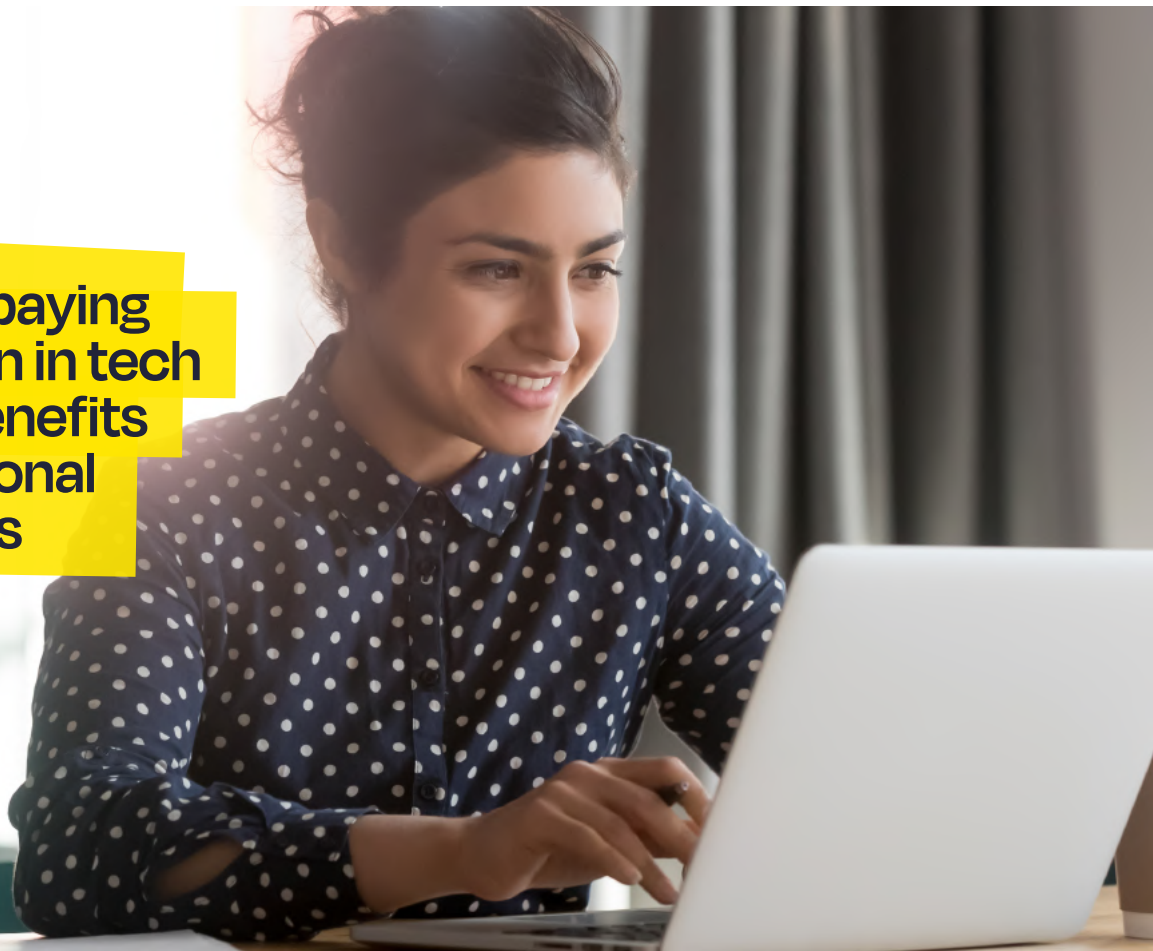
Gain practical experience by completing over 5 in-depth assignments and receiving feedback from top instructors in the field.



Land your dream job in B2B sales with promotional opportunities for senior management, and earn up to 25% more than in B2C sales right after the program.



Land a high-paying sales position in tech with good benefits and promotional opportunities





Practice what you learn

Throughout the course, you can apply what you've learned through five assignments. These assignments are designed to help you exercise the course content in practical ways, allowing you to develop and refine your sales skills. Each assignment focuses on a different subject area, providing you with diverse experiences covering key aspects of the sales process. You can find the full explanation of the different assignments in the course syllabus.

How it works

Live online classes.

Attend **60 hours** of live online classes on weekends including **15 hours of practice**.

Durations:
20 sessions

Ask your questions and doubts to the faculty in the class like a normal class. Online sessions are recorded for you to view and revise later whenever you want or if you miss a class. Get the benefits of learning from your home through fully interactive, online classes.

Fees

Live online:

49654.50 INR + GST

About

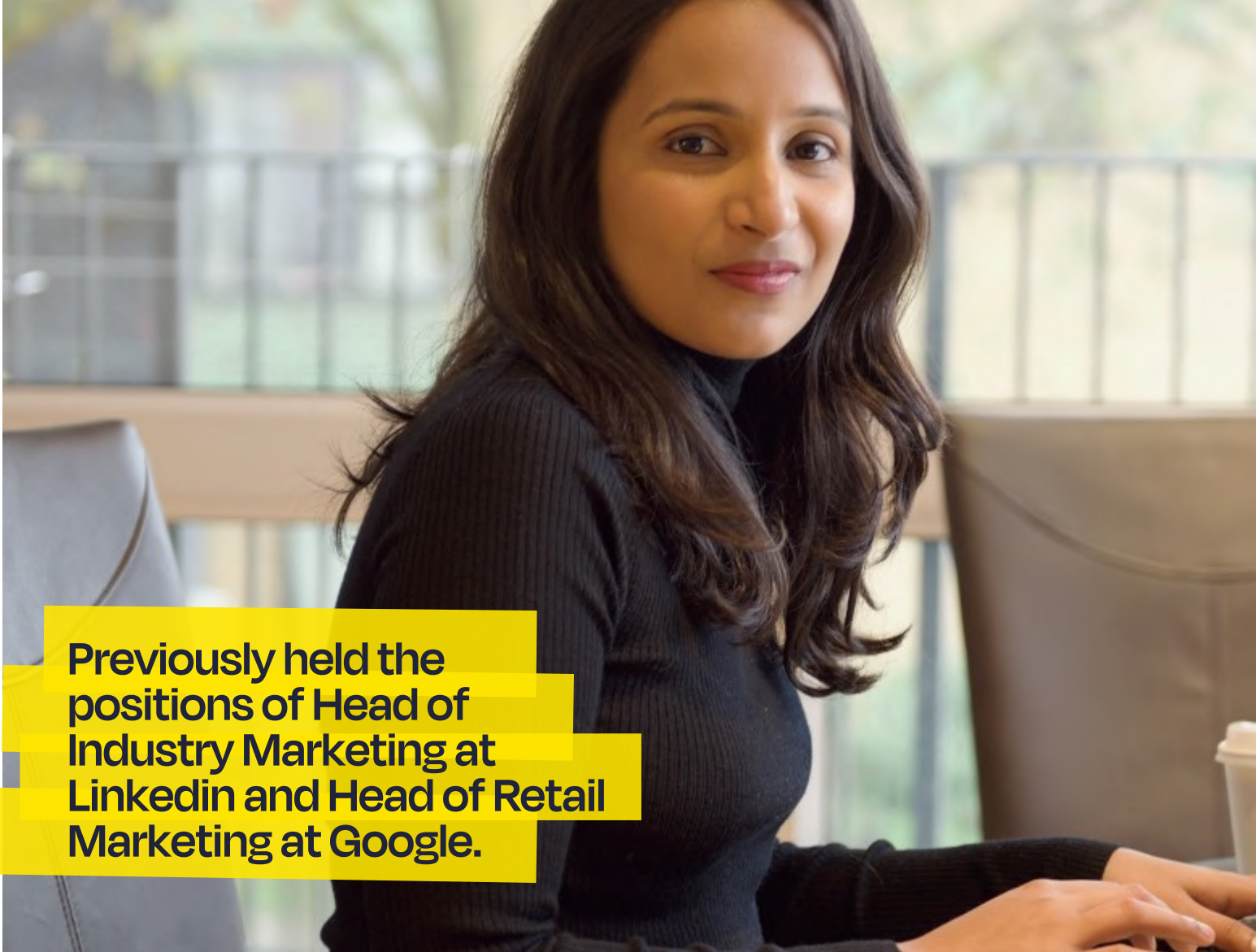
EDVANCER

Edvancer is India's leading data science training institute that provides a range of courses on data science to all levels of learners. Edvancer has trained over 5,000 students and delivered over 10,00,000+ hours of learning, and the company alumni work with some of India's top companies in data science and even globally.

Jolt

Jolt is a global ed-tech company that offers live, online, hands-on workshops and short courses led by industry experts from top companies, enabling anyone to upskill, reskill or launch a new career. Jolt's programs and workshops have been delivered with notable partners such as the UK government and various universities and colleges worldwide in Asia, the US, and Europe.

Since 2015, it has trained over 3,000 students and delivered over 100,000+ hours of learning, and its alumni work in some of the world's top companies.



Previously held the positions of Head of Industry Marketing at LinkedIn and Head of Retail Marketing at Google.

Preethi Sundaram

Leading lecturer

Director of International Marketing @Vimeo

Preethi Sundaram, currently serving as the Director of International Marketing at Vimeo, boasts a wealth of experience in the field.

She previously held the positions of Head of Industry Marketing at LinkedIn and Head of Retail Marketing at Google. Preethi has collaborated with prominent global brands, guiding their marketing strategies and value propositions.

In addition to her professional pursuits, she offers career coaching services, particularly to women seeking to enter the tech industry.

Preethi's journey into tech began with a degree in Japanese Studies and experience as a foreign aid worker along the India/Pakistan border.



Course Curriculum

Unit 1:

Career Launcher: Essential Skills for Starting and Succeeding in Your Career



UNIT DURATION:
18 hours

What is this unit about?

This unit covers various topics, such as the organizational structure of startups, B2C vs. B2B, and verticals in the industry. The unit also covers practical skills such as building a LinkedIn profile, using the Business Model Canvas to uncover a venture's value proposition, and measuring a startup's progress through Unit Economics. Furthermore, the unit teaches storytelling techniques to craft inspiring narratives and fundamental techniques for influencing others.

Intro to Tech

What do we mean when we say Tech or Startup? What is the organizational structure of startups? What is the difference between B2C and B2B? And what verticals will you find in this industry? This is the first step in planning your way into tech.

Lean Startup: How to Build & Launch a New Product

This Jolt (session) will guide you through the methodology outlined in the bestselling book that sparked a movement, 'The Lean Startup.' You'll discover how this approach can help any venture, initiative, or product achieve long-term success and viability. You'll gain insights into identifying customer needs through MVPs and validated learning, validate a company's business model throughout the product life cycle, and focus on creating products loved and utilized by people.

Mini-Hackathon: Building a LinkedIn Profile

During this Jolt (session), you'll explore various use cases for LinkedIn, deconstruct the components of a member's profiles, and acquire valuable tips and strategies to advance your goals on the platform. By the end of the session, you'll be equipped to craft a compelling professional narrative tailored to your career trajectory.

Business Model Canvas

This Jolt (session) teaches you to use the Business Model Canvas to uncover your venture's value proposition. The Canvas is a strategic management and lean startup tool that visually outlines a business model's key elements, including value propositions to customers, customer relationships and channels, activities and resources, partnerships, revenue streams, and cost structures.

Unit Economics for Startups

This Jolt (session) teaches you to measure your startup's progress and track crucial metrics from idea to exit. You'll learn to regularly assess various indicators and understand technical accounting terms that drive your business strategy, including KPI, LTV, Cohort Retention, and Unit Economics.

Storytelling Techniques for Business

Storytelling is the cornerstone of marketing campaigns, investor pitches, team building, and nearly everything else. Whether intentional or not, people seek out a narrative when making decisions. However, explaining your team or business can be difficult, and failure can impede success. In this Jolt (session), you'll discover three techniques to transform a message into a captivating story.

By practicing each technique, you'll learn to craft inspiring stories that motivate action and receive constructive feedback.

Fundamental Techniques for Influencing Others

In this Jolt (session), you'll explore and practice the most recommended techniques for influencing others. You will learn what it takes to be liked, convince others to believe what you tell them, and motivate people from a leadership position.

Unit 2:**Pre-Sales Power: Maximizing Your Impact and Results**

UNIT DURATION:

3 hours**Sales Team Overview**

This Jolt (session) introduces you to common structures and responsibilities in the tech sales department, including the essential role of the SDR. You'll learn each role's contribution to the sales process and common terminology that helps the team work together effectively.

Unit 3:**The Sales Edge:
Mastering Skills and
Strategies for
Success**

UNIT DURATION:

16.5 hours**What is this unit about?**

This unit covers various topics, including sales presentations, lead generation, and closing techniques. You'll learn to research and understand a product's and service's features and benefits and effectively communicate this information to potential customers. You'll also learn to identify and prioritize leads and use different sales techniques and strategies to close deals. By the end of this unit, you should have a strong foundation of sales skills you can apply in your tech sales careers.

**The Influence Model:
How to Create
Business
Relationships**

The consultative selling technique relies on the influence model, prioritizing understanding the customer's needs and concerns and building rapport and trust. In this Jolt (session), you will learn these techniques and develop the skills to establish human connections and trust with new prospects swiftly.

Sales Questioning Techniques

Sales professionals often make the mistake of relying on presentation skills and closing techniques rather than questioning. However, without understanding the customer's problems, even the most skilled sellers may not succeed. Asking questions is the most crucial skill for sales professionals. It enables them to connect, foster a dialogue, identify the customer's concerns, and offer suitable solutions. This Jolt (session) teaches you how to master this skill.

Prospecting

As an SDR, engaging with new prospects is a critical responsibility, but it can be challenging to find and connect with relevant prospects. While we need as many prospects as possible, personalized communication for each customer can be time-consuming and resource-intensive. Therefore, prospecting efforts must be efficient and focused.

This Jolt (session) offers a simple step-by-step process for effective prospecting and teaches techniques for creating and managing prospect lists.

Cold Outbound via LinkedIn & Email

Successful sales professionals possess great outbound skills that can be developed with practice and determination. This Jolt (session) focuses on providing you with powerful tactics to reach targeted individuals and write effective brief messages that encourage conversations. These skills can provide a significant advantage in any sales challenge.

Sales Interactions

Customers use various communication channels and have different preferences when interacting with vendors. Some prefer social media, while others prefer cold calls, messaging apps, or face-to-face meetings. To be effective in these interactions, it's essential to understand the nuances of each channel. This Jolt (session) will teach you how to communicate using different channels effectively.

Lead Nurturing & Qualification

SDRs and BDRs play a crucial role in lead qualification and nurturing by streamlining qualified deals up the pipeline and gathering relevant information for deal management and closing. This Jolt (session) will cover commonly used lead qualification models and nurturing techniques used by tech sales departments.

Unit 4:

B2B Sales Mindset Mastery: Achieving Peak Performance and Results



UNIT DURATION:
7.5 hours

What is this unit about?

In this unit, you will learn how to overcome customer objections and conflicts, this includes handling objections to product or service features, pricing, delivery time, and trust issues with the salesperson. Additionally, you will learn how to build and manage a basic pipeline, a central tool for managing deals in tech sales departments. Finally, this unit will introduce you to the concept of CRM and show you how to use Salesforce, a popular CRM platform, for effective implementation.

Overcoming Customer Objections & Conflicts

In commerce, business is ultimately done between people, and people are bound to have objections. These objections can relate to various aspects of your product or service, such as its features, pricing, or delivery time. In some cases, objections may also stem from trust issues with the person selling to them. Other objections could arise from internal matters within the buyer's company, which may be conveyed differently. Instead of hitting a dead end when faced with objections, this Jolt (session) will equip you with the skills to handle any complaint and even use them to move the sale forward to a successful outcome.

Building & Managing a Basic Pipeline

In your future job as an SDR/BDR, you will land in a tech sales department where the pipeline is a central tool to manage deals. This Jolt (session) will show you the different aspects of pipelines in sales departments.

Intro to CRM and Salesforce

In this Jolt (session), you'll explore the concept of customer relationship management (CRM) and how it can be effectively implemented using Salesforce, a popular CRM platform.

Unit 5:

Sales Skills Lab: Practical Exercises for Building Your Sales Skills and Confidence



UNIT DURATION:
15 hours

Prospecting

The first assignment focuses on prospecting, allowing you to practice the techniques you've learned for identifying and engaging with potential customers. You'll learn how to research and identify prospects that are a good fit for your product or service and how to reach out to them effectively to initiate conversations.

Cold Outbound via LinkedIn & Email

The second assignment covers cold outbound sales via LinkedIn and email. This will help you build the skills you've learned in the prospecting assignment, focusing specifically on initiating and building relationships with potential customers through these digital channels. You'll learn how to craft compelling messages that grab your prospect's attention and persuade them to engage with you further.

Lead Nurturing & Qualification

The third assignment focuses on lead nurturing and qualification, an essential part of the sales process. You'll learn how to build and maintain relationships with potential customers over time, providing them with the information and support they need to move through the sales funnel. This assignment will help you develop communication, relationship-building, and customer service skills.

Sales Questioning Techniques

The fourth assignment focuses on sales questioning techniques, which are crucial for understanding your customer's needs and pain points. You'll learn how to ask the right questions to uncover your customer's needs and how to use this information to tailor your sales approach and provide them with the solutions they're looking for.

Sales Interactions

The final assignment covers sales interactions, allowing you to put all of your sales skills into practice in a simulated sales environment. You'll learn how to confidently approach sales conversations, building trust and rapport with your prospects and guiding them toward a successful sale. This assignment will help you develop your overall sales strategy and approach, putting everything you've learned throughout the course into practice.



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