

COURSE OUTLINE

TECH SALES DEVELOPMENT



THE PROGRAM

WEEK 1-3

This section sets the stage for your journey into tech sales, focusing on the essential building blocks of a successful Sales Development Representative (SDR) career. You'll learn foundational concepts like prospecting, client profiling, and value propositions while gaining hands-on experience with CRM tools and sales enablement platforms. By the end of this section, you'll have a solid understanding of the SDR role and the tools to start building your sales skills.

Key Points

Weeks 1-3

Learn key sales concepts like ICP (Ideal Client Profiles), BP (Buyer Personas), and VP (Value Propositions).

Foundational tools like CRM platforms and sales enablement software.

Master the fundamentals of prospecting and lead generation. Learn effective outbound email strategies and social media outreach techniques.

Hands-on practice creating personalized email templates and LinkedIn messaging.

Develop sales cadences and learn the art of multi-channel engagement.

Explore sales enablement platforms and tools like Vidyard and Apollo for outreach campaigns.

Build workflows for efficient lead management and tracking.

THE PROGRAM

WEEK 4-6

In this section, you'll dive deeper into the practical aspects of being an SDR, with a focus on real-world applications. From mastering cold calls and discovery calls to refining advanced prospecting techniques, you'll gain confidence and experience through hands-on practice. This phase also emphasizes professional development, helping you polish your resume, LinkedIn profile, and interview techniques to prepare for the next step in your career.

Key Points

Weeks 4-6

Learn cold-calling strategies, including scripting, objection handling, and tone management.

Practice live cold calls and refine techniques for building rapport with prospects.

Learn techniques to conduct effective discovery calls that uncover client needs.

Refine prospecting skills using AI tools and advanced research methods.

Optimize your LinkedIn profile and resume for the tech sales job market.

Practice mock interviews with feedback from instructors and peers.

Gain insights into salary negotiation and career advancement strategies.

THE PROGRAM

WEEK 7-10

The final section prepares you to confidently enter the tech sales workforce, combining advanced strategies with career readiness. You'll develop a personalized Sales Playbook, complete a Capstone Project to showcase your skills, and begin applying for roles within our employer network. This section ensures you're not just job-ready but equipped for long-term success and growth in the dynamic world of tech sales.

Key Points

Weeks 4-6

Understand the full sales cycle, from initial contact to closing deals.

Start building your personalized Sales Playbook for real-world application.

Refine all learned skills into a Capstone Project, showcasing outreach campaigns, cadences, and cold-calling strategies.

Finalize certifications and badges to strengthen your professional profile.

Begin applying for sales roles through our employer network and external job boards.

Present your Capstone Project to potential employers and showcase your SDR expertise.

Celebrate program completion and join the alumni network for continued career growth.



NEXT STEPS

Take the first step toward an exciting career in tech sales by applying to the SDR program today.

Spots are limited, so don't wait—secure your place now and gain the skills, confidence, and connections to thrive in this high-demand field! Click below to apply and transform your future.



No. 01 – Talk to our Team

Get all your personal questions answered and any other help you need about changing careers.



No. 02 – Apply!

When you're ready to take the leap we invite you to start our application process.



No. 03 – Graduate

Begin a new chapter in your life with your new found skills in a Sales Development Role

VISIT OUR WEBSITE TO LEARN MORE!

[SKILLDISTILLERY.COM/TECH-SALES](https://skilldistillery.com/tech-sales)

