



# TECH SALES+Plus

## 12-week tech sales foundations

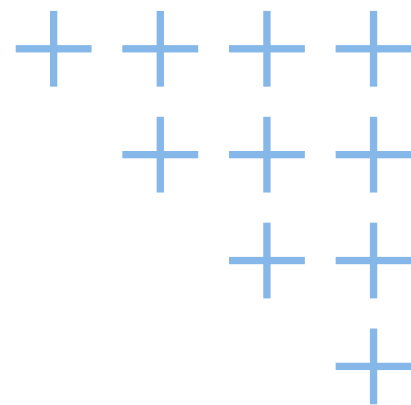
---

### Time Commitment:

- 2 hours synchronous per day x 2 days per week
- 1-2 hours asynchronous per week (OPTIONAL)
- 2-4 hours assignments per week
- 84-120 hours over 12 weeks



# TECH SALES+Plus



## Course description

---

This course will teach you the foundational knowledge, skills, processes, behaviours and techniques you'll need to land and/or excel in your first role as a Sales Development or Business Development Representative in the tech sector. Throughout the course, you will learn about the diverse and growing world of SaaS tech sales, develop your prospecting and discovery toolkit, dig into objection handling and energy management and spend time honing your communication and persuasion skills. You'll also spend time getting ready for your job hunt with embedded lessons on topics like resume building, personal branding and interview preparation.

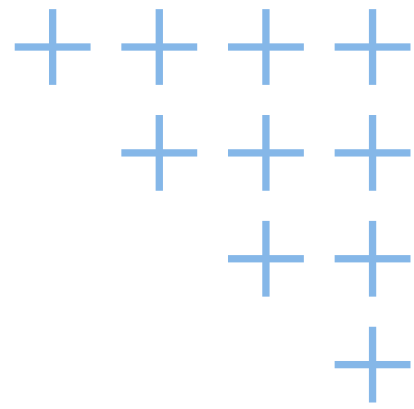
Practical skill application and network growth lies at the core of this course. You will practice and implement your skills during in-class tasks and discussions and as you complete your individual assignments. You'll be asked to complete role play calls, create your own prospecting cadence, run a mock discovery call and craft cold email and call scripts—among much more! You'll also be visited by guest instructors who are leaders in the field and have an opportunity to begin creating strong relationships on which to build your network.



digital  
nova scotia



# TECH SALES **+Plus**



## Objective

---

Upon completion of this course learners will understand and be able to apply the industry knowledge and organizational, strategic, interpersonal, and communication skills required to build and maintain a healthy pipeline through effective prospecting and discovery while creating empathetic and authentic relationships with prospects and colleagues across their organization.

## Course outline

---

This course is primarily synchronous - that means you'll spend most of your time live, in-class with your instructor, guest speakers, and your colleagues. You'll also have access to related asynchronous content weekly via your Blackboard site. This content (videos, readings, podcasts etc.) will compliment what you're learning in class but is not mandatory.

You will have assignments to complete in most weeks. Some of these will be submitted via Blackboard, some you will complete in class, and some will have both a submitted portion and an in class portion.

Staying in touch with your instructor and fellow cohort members is an important component of success in this course and in your job hunt. We encourage you to stay active in your Slack community and will provide you with polls, question prompts, and informational posts to get you started.

Upon completion of the program, all Uvaro graduates are given a Uvaro Certificate of Completion. The Tech Sales Plus program team encourages graduates to add this to their professional profiles and/or portfolios (such as LinkedIn).



**digital**  
nova scotia



# Units, modules/topics and assignments

Weeks		Modules/Topics & Assignments
1	Introduction to Uvaro	- Introduction and important tools- Careers in Tech and the SaaS Landscape- SDR/BDR Roles and Responsibilities Assignment due: Intro Video & About Me Slide
2	Introduction to SDR/BDR Skills	- ICP and Personas- Introduction to Prospecting- Introduction to Cadence Design- Introduction to Value Propositions- Introduction to Lead Qualification Assignment due: Cadence Design
3	Communication Part 1 and Email Skills	- Communication Skills in Sales- Email Communication and Practice- Presentation Skills Assignment due: Prospecting Plan Presentation
4	Cold Calling and Objections	- Cold Call Basics- Cold Call Script Writing and Practice- Objection Handling Assignment due: Cold Call Scripts
5	Sales Methodologies Part 1 and Discovery	- MEDPICC- Sandler Method- Introduction to Discovery- Qualification/Disqualification Practice Assignment due: Sales Emails
6	Communication Part 2 and Buyer Psychology	- Tonality and Storytelling- Introduction to Customer Stories- Buyer Psychology and Emotional Selling Assignment due: Discovery Call Flow Map
7	Competitors and Closing	- Competitor and Qualification- Creating Battlecards- Closing techniques and customer stories Assignment due: Industry Segment Research Project
8	Voicemail and Video Champions	- Voice and Video Communication- Customer Champions and Consensus Building- Mindset and Resilience in Sales Assignment due: Sales Voicemail/Video Assignment
9	The Tech Stack and Pipeline Development	- Introduction to Tech Sales Tech Stack- Communication Tools- CRM Tools- Pipeline Development for SDR/BDR Assignment due: Apollo and Hubspot
10	Sales Methodologies Part 2 and Negotiation	- Gap Selling- Challenger- Negotiation and Handling Hostile Audiences Assignment due: Disco Demo
11	SDR/AE Handoffs and Course Review	- SDR/AE Handoff Best Practices- SDR Performance Metrics- Course Review Assignment due: Prepare Questions for Upcoming Seminars
12	Tying it Together	- Closing Seminar: ICP/Personas, prospecting, and industry knowledge- Closing Seminar: Discovery, Cold Calling, and Communication Tactics- Closing Seminar: Sales methodologies, objection handling, and negotiation/closing



**digital**  
nova scotia

