SALES DEVELOPMENT SCIENCE

ONLINE, MENTORED COURSE

PROGRAM CURRICULUM

Ziplines Education, a Silicon Valley-based education company, partners with colleges, universities, and other education-focused organizations to deliver innovative programs that prepare learners for the demands of today's economy.

TABLE OF CONTENTS

❯ OVERVIEW

The explosion of new technologies has transformed selling activities within any sales team. Tools, data, analytics, protocols and processes now play as big a role as persuasion and persistence. This course explores the science behind these activities and the data-driven strategies for developing, managing and converting sales leads and pipeline into revenue.

Delivered fully online, our 10-week Sales Development Science course is taught by industry experts and covers all the key areas required to sell more efficiently and effectively. Each week features a new learning module in the learning management system (LMS) and the option to join a live/online study session facilitated by our learner success team. You'll also create a Strategic Sales Development Playbook with activities to advance a real-world company's sales team efforts for increased sales performance and revenue.

STRATEGIC SALES DEVELOPMENT PLAYBOOK

The Sales Development Playbook includes strategic concepts such as Data Management, Customer Value Proposition and Insights, Customer Personas and Prospecting, Pipeline Management, and Opportunity Development.

SALESFORCE TRAILHEAD CREDENTIALS

In addition, you'll have access to a live Salesforce developer instance where you'll be hands-on in the industry-leading CRM technology. You'll walk away with a curated collection of Salesforce Trailhead badges to highlight your new skills and knowledge.

At the end of the program, you'll be able to:

*   Apply sales development strategies and methodologies to achieve an organization's sales goals
*   Manage key technologies leveraged by Sales professionals, including Customer Relationship Management (Salesforce Sales Cloud)
*   Identify ideal customer profiles and target personas to effectively generate leads, and create a plan for on-going pipeline management
*   Understand the sales concepts and techniques you need to interview with confidence and navigate professional relationships to achieve your personal goals

❯ OUR STUDENTS

Our course attracts learners who are motivated to expand their knowledge and grow their careers. Their backgrounds are wide and varied, including job seekers, early stage career professionals, entrepreneurs and small business owners. Our course is ideal for anyone who identifies with one of the following profiles:

- Individuals considering a career in a sales-related capacity who want to build new skill sets and gain in-demand Salesforce Trailhead badges
- Early stage sales or business-focused professionals looking to fill in their knowledge and skills gaps and upgrade long-term growth potential
- Entrepreneurs and small business owners looking to maximize lead, pipeline development and revenue generation

❯ YOUR TIME

You should expect to spend six to eight hours engaging with on-demand content created by industry experts, including hands-on activities and assignments in the online learning management system (LMS). Additionally, optional (but recommended) weekly live/online study sessions are available for engaging live/online.

WHAT YOU'LL LEARN

FUNDAMENTALS ● ● ●
- Terminology
- Big Picture
- Sales Roles and Key Activities
- Skills and Traits
- Career Paths and Development

STRATEGY ● ● ●
- Sales Development Strategy
- Sales Performance
- Pipeline Management

TACTICS ● ● ●
- Sales Channels
- Sales Analytics and Metrics
- Demand Generation and Prospecting
- Lead Qualification
- Customer Value Proposition and Insights
- Managing Professional Relationships

TECHNOLOGY ● ● ●
- Sales Tech Stack
- Salesforce Management

WHAT YOU'LL EARN

KNOWLEDGE AND EXPERIENCE ● ● ●

A university issued award of completion that verifies knowledge and hands-on experience relevant to the following roles:
- Sales Development Representative
- Business Development Representative
- Technology Sales Representative
- Sales Associate
- Sales Specialist
- Account Executive

CREDENTIALS ● ● ●

Earn 10 Salesforce Trailhead badges during the course, including:
- Leads and Opportunities for Lightning Experience
- Storytelling and Communication
- Emotional Intelligence

› SCHEDULE

Introduction to Sales Development
Understand the key fundamentals of sales development, including roles and responsibilities.

Sales Development Strategies and Methodologies
Identify key sales strategies, methodologies, and objection handling best practices.

Targeting Strategy and Tactics
Identify ideal customer profiles, create customer personas, and explore the various tactics to generate leads.

Sales Performance Metrics and KPIs
Identify the metrics required to ensure optimal sales development performance.

Lead Management
Explore the components and benefits of lead management to ensure a healthy pipeline.

Introduction to Salesforce and Trailhead
Explore your developer instance with exercises in data import, report generation and dashboards and create your Trailhead profile.

Tools & Technology
Identify the various tools and technology to boost sales productivity.

The Art of Storytelling
Communicate effectively through the power of story and speaking to customer pain points.

Selling with Emotional Intelligence
Define emotional intelligence, explore why it matters, and how it relates to sales performance.

Sales Career Strategy and Coaching
Map out various paths and prepare for career advancement opportunities and the interview process.

❯ FREQUENTLY ASKED QUESTIONS

HOW DO I ENSURE A SPOT IN THE COURSE?
Course sizes are limited, so you will want to complete the enrollment form and payment process in order to secure a spot.

WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?
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DO I NEED TO HAVE PREVIOUS SALES EXPERIENCE?
No. You need to have a desire to learn and engage with a fast-paced, hands-on curriculum created to drive career outcomes. If you're looking to advance your career, you've come to the right place.

WHERE DOES THE COURSE TAKE PLACE?
You'll access on-demand content and assignments through our online learning management system (LMS) and join the optional (but recommended) weekly live/online study sessions (one hour) through our video conference platform. The LMS can be accessed from anywhere with an internet connection.

❯ CONTACT US

Any questions? We're here to help. Please reach out to salesdevelopment@ziplines.com.