SALES OPERATIONS SCIENCE

ONLINE, MENTORED COURSE

PROGRAM CURRICULUM

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❯ OVERVIEW

Delivered fully online, our Sales Operations Science course is taught by industry experts and covers all of the key areas required to be effective at driving the productivity and capacity of a company's selling resources. Throughout the 10-week course, you will create a Strategic Sales Operations Playbook with activities to advance a real-world company's sales team efforts for increased productivity and revenue.

STRATEGIC SALES OPERATIONS PLAYBOOK

The Sales Operations Playbook includes strategic concepts such as Sales Ops Structure, Lead Management, Forecasting, Business Model Canvas, and Pyramid Analysis.

SALESFORCE TRAILHEAD CREDENTIALS
In addition, you'll walk away with a curated collection of Salesforce Trailhead badges including Sales Productivity, Data Management, Reports & Dashboards for Lightning Experience, and Sales Territories and Forecasting.

AT THE END OF THE PROGRAM, YOU'LL BE ABLE TO:

- Apply sales performance management techniques (territories, quotas, forecasting) to enhance an organization's sales objectives
- Manage key technologies leveraged by Sales Operations professionals, including Customer Relationship Management automation (Salesforce Sales Cloud)
- Analyze an organization's existing vs. ideal tech stack based on the company's products, industry, customers, and sales team
- Collaborate with the sales, marketing, finance, executive leadership, and other teams to increase efficiency
- Implement meaningful Sales Operations improvements to a real-world company

❯ OUR STUDENTS

Our course attracts professionals who are motivated to expand their knowledge and grow their careers. Their backgrounds are wide and varied, including professionals from sales, sales ops, and finance. Our program is ideal for anyone who identifies with one of the following profiles:

Launch Your Career
Includes recent grads and current college students looking to enhance their area(s) of study and/or interest

Accelerate Your Career Growth
You may be a sales, sales ops, or business-focused professionals looking to fill knowledge and skill set gaps and upgrade long-term growth potential; or a CRM-certified administrator looking to gain a "big picture" understanding of Sales Operations.

Change Your Career
Working professionals looking to expand their career opportunities by becoming more knowledgeable in sales-focused aspects of the business (e.g., finance, business operations, HR or other related fields).

❯ 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 mentor-led roundtables (one hour) are available for engaging in real-time with peers, mentors, and industry experts.

❯ WHAT YOU'LL <u>LEARN</u>

FUNDAMENTALS ● ● ●
- Terminology
- Big Picture
- Key Sales Processes

STRATEGY ● ● ●
- Sales Enablement
- Sales Execution
- Sales Performance

TACTICS ● ● ●
- Sales Dashboards and Metrics
- Salesforce Setup
- Data Quality
- Quota Design and Territory Management
- Working with Marketing

TECHNOLOGY ● ● ●
- Sales Tech Stack
- Sales Force Automation

❯ WHAT YOU'LL <u>EARN</u>

KNOWLEDGE AND EXPERIENCE ● ● ●

A university issued award of completion that verifies knowledge and hands-on experience relevant to the following roles:
- Sales Operations Manager
- Sales Operations Director
- Sales Operations Specialist
- Sales Operations Analyst
- Sales Development Representative
- Business Development Representative
- Business Analyst Specialist
- CRM Specialist
- CRM Administrator
- Business Operations Specialist
- Business Operations Analyst

CREDENTIALS ● ● ●

Earn 14 Salesforce Trailhead badges during the course, including:

- Sales Performance Strategies
- Sales Productivity
- Sales Territories and Forecasting
- Reports and Dashboards for Lightning Experience
- Data Management

> SCHEDULE

WEEK 1: Introduction to Sales Operations
Understand the key fundamentals of Sales Operations, including roles and responsibilities.

WEEK 2: Introduction to Salesforce & Trailhead
Explore your developer instance with exercises in data import, report generation, and dashboards.

WEEK 3: Lead Management
Understand what a lead is and how Salesforce and other CRMs help you to manage leads.

WEEK 4: Sales Performance Management
Explore how systems and structure support sales team success.

WEEK 5: Strategic Sales Performance Metrics & KPIs
Explore the metrics required to ensure optimal sales performance.

WEEK 6: Planning & Execution Frameworks
Explore the Business Model Canvas and define key activities for process improvement projects.

WEEK 7: Sales Incentive Plans & Territory Management
Find out how incentive plans and territories interact to help sales teams zero in on company goals.

WEEK 8: Quota Setting & Performance
Explore quota setting best practices as well as plan measures and mechanics.

WEEK 9: Go-to-Market Strategy
Analyze various go-to-market strategies and differentiate between Sales Training and Sales Enablement.

WEEK 10: Your Personal Go-to-Market Strategy
Map out various paths and prepare for career advancement opportunities.

❯ FREQUENTLY ASKED QUESTIONS

WHAT TECHNOLOGY DO I NEED?
- A computer to access the LMS, live/online sessions, and Slack workspace
- A microphone (built-in, headphones, or headset)
- A webcam (built-in or USB plug-in) (optional, but recommended)
- Internet connection (broadband wired or wireless; 3G, 4G, or 5G/LTE)
- Microsoft Excel (or similar) or Google Sheets

WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?
Characteristics of an ideal candidate include someone who is tech savvy and inquisitive; driven and motivated to learn and apply new skills; curious about other disciplines in Sales Operations; has a desire to understand and apply data; is a metrics-oriented multi-tasker, who can balance the time commitment required for the program with other responsibilities.

Our course is ideal for:
- Sales, sales ops, or business-focused professionals looking to have immediate impact on sales and revenue by increasing knowledge and skills gaps; upgrade long-term growth potential
- CRM-certified administrators looking to gain "big picture" understanding of Sales Operations
- Individuals considering a career in a sales-related capacity who want to build new skill sets and gain in-demand Salesforce Trailhead badges
- Working professionals looking to expand their career opportunities by becoming more knowledgeable in sales-focused aspects of the business (e.g., finance, business operations, HR, or other related fields)
- Entrepreneurs seeking to grow their business by utilizing a set of Sales tools

DO I NEED TO HAVE PREVIOUS SALES OPERATIONS EXPERIENCE?
Not necessarily. Some material may be more advanced to those without any previous experience, in which case the mentors would work with you to help fill the knowledge gap to ensure you are getting a full experience.

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, mentor-led peer roundtables 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 salesoperations@ziplines.com.