FULL-TIME PROGRAM

SALES & ACCOUNT MANAGEMENT

If we can learn to deal with our discomfort and just relax into it we'll have a better life.
– ***Mellody Hobson***

The sales and account management track will prepare you to masterfully nurture a sales funnel, and to convert prospects into loyal customers.

Selling for high-growth requires resourcefulness. Salespeople at rapidly growing companies face a unique set of challenges. Whether you want to work for an early-stage company, a mid-level organization, or enterprise-level—driving double-digit growth takes a specific skill set. Our sales and account management track will train you to excel in the most critical revenue-driving role. From prospecting and lead generation to account management, you will learn that sales is both an art and a science.

The curriculum focuses on developing the essential skills for selling in the innovation sector, and provides tools and processes for managing the sales cycle. Lesson delivery emphasizes a practical and interactive approach, as salespeople from local companies share their expertise and lessons from their own experience. Instructional presentations are supported by hands-on challenges that invite students to engage with the tools, strategies, and problem-solving techniques that make it possible for salespeople to exceed their quotas.

Key Skills And Capabilities

- Customer engagement throughout the sales cycle
- Objection handling and closing techniques
- Inbound and outbound sales strategies and best practices
- Managing long-term client relationships
- Defining expectations and relationship building with your sales manager and team

SALES & ACCOUNT MANAGEMENT CURRICULUM

FULL-TIME PROGRAM

Pre-work (1-4 weeks)	How to build a sales funnel Storytelling for startups		
	Sales & Account Management Curriculum	**Core Curriculum**	**Network & Immersion Activities**
Week 1	Curriculum overview Phases of selling Basic selling skills	Introductions & program overview Immersing yourself in the tech community Startup growth & fundraising Alumni Q&A panel Innovation culture Event networking Your résumé is a story Introduction to EQ	Fireside chats Alumni happy hour IdeaHack
Week 2	Basic selling skills What makes a good sales person? Sales cycle	Get to know your hiring partners Ideal job description & positioning statement Résumé/LinkedIn workshopping Communication styles Mentor sessions	Fireside chats Coffee chats Partner project kick-off
Week 3	Lead generation, outbound sales, & the pitch CRM & Salesforce	Your personal narrative Pipeline to follow-up Introverts & extroverts Mentor sessions	Fireside chats Coffee chats Hiring Partner Fair Partner project
Week 4	Handling objections Selling with email Exploring needs & options	Interview styles Mock interviews Situational leadership Mentor sessions	Fireside chats Coffee chats Hiring Partner Fair Partner project
Week 5	Proposals Managing rejection & resilience	Network assessment & action plan Negotiating salary & equity Mentor sessions	Fireside chats Coffee chats Partner project
Week 6	Presentations Big & small ticket selling Closing the sale Sales challenge (spans weeks 3-6)	How to give & receive feedback Mentor sessions	Fireside chats Coffee chats Open Doors Party Partner project
Week 7	Field visit/shadowing Negotiations	Public speaking workshop Pitch practice Mentor sessions	Fireside chats Coffee chats Partner project presentations
Week 8	The integrated team: cross-track knowledge share	Pitch practice Mentor sessions The alumni experience Onboarding to digital alumni career tool	Talent Exposition
Post-grad (8 weeks)	Career coaching & support		

Technical skills | Industry immersion | Career development | Culture skills | Mentorship | Networking | Cross-disciplinary work

NOTE: Coursework and timing may differ by location. Other topics could be covered based on student needs and emerging business trends.

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The sales track prepared me for my current job in a few ways. The network has been incredibly helpful. I also learned how to cope with ambiguity and figure things out. The big one is, in any company, no one is going to be there to give you direction or hold your hand. In my case, there are a whole bunch of resources at my disposal, but I had to learn how to be scrappy.

– Kyle Cushing, Director of Sales, ClearContact

COURSEWORK

Pre-Work: Virtual Learning Resources

(1-4 weeks prior to your start date, dependent upon your experience level)
Hit the ground running with our suite of virtual learning resources. Whether you're new to sales or already have some experience, we'll provide you with lesson guidance and online learning options to help you get ready for the start of your program. Lessons include How to Build a Sales Funnel, Storytelling for Startups, and more.

Your First Assignment: Understanding the Customer Experience

The deep-dive into sales and account management begins before the program starts. Your first assignment will focus on understanding the sales process from the perspective of your customer and the factors that define a positive buying experience.

Overview of the Sales Curriculum

We kick off the immersive with a high-level tour of guiding principles and course objectives. Discover frameworks for selling and strategy, and learn about a range of employment opportunities in the tech sector.

Essential Skills for Selling

Great salespeople approach their craft in the same way great athletes and musicians do: always practicing, always refining. In these sessions, you'll develop strategies to build rapport and increase customer engagement. You'll develop key skills for the entire sales process—for opening the conversation, using questions to define needs, qualifying and overcoming objections, and closing the sale.

What Makes a Good Salesperson?

Expert practitioners will share their perspectives on the characteristics that distinguish exceptional salespeople and account managers. They'll share relevant and actionable advice on high-growth sales tactics.

Sales Cycle

Learn specific principles, tools, and selling techniques to successfully advance a lead from prospect to sale and yield loyal long-term customers.

Lead Generation

Many tools exist for identifying possible customers. The lead generation module invites you to think outside of the box to discover tools for pre-sales research, empowering you to identify the best means of lead gen for your future company and industry. At the same time, you'll build leadership capacity, exploring the relationship between sales and marketing to understand how these two teams work together to create a powerful force.

COURSEWORK

CRM & Salesforce
Learn to use Customer Relationship Management (CRM) systems to manage interactions with customers. Complete assignments in platforms such as Salesforce and receive expert feedback on your progress and performance.

Outbound Sales & the Pitch
Demonstrate the essentials of outbound selling by preparing scripts and pitching your product in a way that clearly relates to the customer's organization and priorities.

Exploring Needs & Options
Before offering solutions, salespeople have opportunities to develop a more precise understanding of their customers' needs. This session will teach you to work with customers to define the gaps between the optimal solution and their current situations by focusing on needs, consequences, and benefits.

Selling with Emails
Email has increasingly become the primary way to introduce yourself and your products to customers. In this session, you will learn what differentiates good emails from those that are annoying intrusions: not read—or worse, not opened.

Proposals
A well-written proposal builds credibility and trust in you and your company. A poorly written document can kill a sale. This workshop will teach you the structure for developing a successful proposal.

Sales Presentations
Gain hands-on experience using the information gathered in the early phases of the selling process to develop a winning presentation.

Managing Rejection & Building Resilience
It is crucial for salespeople to have a thick skin. Learn methods for staying positive and building resilience in the face of rejection.

Technical Presentations & Demos
This session builds on your presentation and pitching skills. You'll discover strategies for organizing and conducting product demos so that your customers clearly understand how the product will work for them.

Sales Management
In this two-part module, you'll focus on the goals of your future manager, developing a framework for working successfully with sales management staff and measuring performance. Sales managers will join the conversation to discuss how they set goals, conduct planning sessions, and use coaching and feedback to improve performance for salespeople and account managers.

COURSEWORK

Closing the Sale
Explore strategies and best practices for sealing the deal. This session will look at tools for advancing a sale that is "stuck" because of multiple decision-makers, changes in the customer's organization, delays, and more.

Big Ticket Items & Enterprise Selling
Do big ticket items or selling to customers in large and complex organizations require unique approaches? In this session, you'll learn tactics for selling higher-cost products and working with enterprise-wide selling processes.

Selling Small Ticket Items
Gain insight into the pacing of the sales process and other adaptations required for selling small ticket items with long-term impact. In this session, you'll learn from the experiences of salespeople in the trenches as they share anecdotes of their objectives and challenges, as well as the tactics that successfully moved their negotiations forward.

Motivational Selling
Empathy and an understanding of the individual motivations of a customer are often the keys to a salesperson's success. Learn the three main categories of motivation and determine how those motivations can be addressed during the sales process.

Storytelling & the Sales Process
When done right, compelling examples and success stories enrich presentations and sales conversations. This workshop will teach you to craft sales narratives that are memorable, succinct, and credible.

Account Strategies & Competitive Selling
Learn how salespeople and account managers work with colleagues to develop strategies for existing accounts and prospects.

The Integrated Team
Sales teams can't work in silos. To optimize performance and opportunities, employees need to be clear on how each member of the team fits into the big picture. In this session, you'll collaborate with students from other tracks to discover how your roles integrate and communicate.

Track Deliverables
- The Sales Challenge: Putting strategies into action for a competitive sales initiative
- Sales Project: Build a comprehensive sales plan based on client needs

SALES & ACCOUNT MANAGEMENT GRADUATES ARE EMPLOYED BY:

GET IN TOUCH

Want to talk? We're here to answer your questions and help you determine which of our skills trainings is the right fit for your career goals. Reach out to schedule a conversation with the admissions manager in your city.

Email: info@startupinstitute.com
Phone: 888-425-5557

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Building an inspired workforce, knowing the world is a better place when people do what they love.

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