

SYLLABUS

Tech Sales

Business Orientation

Lean Startup: How to Build & Launch a New Product

1.5 hours

Market Research: Identify a Unique Business Advantage

3 hours

Unit Economics for Startups

3 hours

Business Model Canvas

3 hours

Intro to Product Management: Discover, Design, Build, and Control

3 hours

Marketing Channels: Smart Ways to Get Traction

3 hours

Growth Hacking: Cost-Effective Alternatives to Traditional Marketing

3 hours

SWOT: How to Make Strategic Business Decisions

1.5 hours

Behavioural Economics: What Really Drives your Customers?

1.5 hours

Marketing Channels: Smart Ways to Get Traction

3 hours

Career development

Intro to Tech

1.5 hours

Mini-Hackathon: Building a CV

1.5 hours

Mini-Hackathon: Building a LinkedIn Profile

1.5 hours

Job Interviews: Best Practices

1.5 hours

Sales and Customer Success

Prospecting

1.5 hours

Sales Team Overview

1.5 hours

The Influence Model: How to Create Business Relationships

3 hours

Sales Questioning Techniques

1.5 hours

Cold Outbound via LinkedIn & Email

1.5 hours

Lead Nurturing & Qualification

1.5 hours

Building & Managing a Basic Pipeline

1.5 hours

Overcoming Customer Objections & Conflicts

3 hours

Sales Interactions

3 hours

Enter SDR: Final Project

6 hours

Startup Skills

Manage Projects Using Monday.com

1.5 hours

Storytelling Techniques for Business

3 hours

Presentation Design: How to Turn Information Overload into One Clear Message

3 hours

Speak Like a Pro: How to Master Public Speaking

3 hours

Google Sheets: Work with Data More Effectively

3 hours

Data Visualization

3 hours

Intro to Data

1.5 hours

Fundamental Techniques for Influencing Others

3 hours

