



Sample Curriculum



Training Curriculum

6 Module, 8 Week Learning Program

01

INTRO & TARGETING

Learn what it means to be an inside sales professional and understand targeting

02

PROSPECTING 101

Learn how to prospect and deploy an integrated multi-channel outreach model

03

QUALIFY & ENGAGE

Understand how to qualify & engage prospects and navigate sales timelines

04

MEASURE & IMPROVE

Learn how to improve sales performance by measuring, analyzing and iterating activities

05

SDR MINDSET & REALITIES

Understand the realities of sales development and how to adopt the right mindset to succeed

06

INTERVIEWING SUCCESS

Develop the skills required to ace sales & business development interview and secure job offers

Introduction & Targeting

Module 1

SALES EVOLUTION

- Definition of sales and the role of a salesperson
- Relevance of sales in today's buyer journey
- Types of sales models and sales organizations
- Selling in the 20th century and beyond

INSIDE SALES

- What it means to be an inside sales professional
- Goals of an inside sales organization
- Common inside sales team structures
- Career pathways and advancement opportunities

CUSTOMER PROFILES

- What is an Ideal Customer Profile ("ICP")
- Importance of a well-defined ICPs
- Common attributes of modern day ICPs
- Creating, refining, and incorporating ICPs

LIST BUILDING

- Fundamentals of list building and lead capturing
- How to capture and verify contact information
- How to use today's sales technologies to develop lists
- How to scale list building capabilities

Prospecting 101

Module 2

PROSPECTING 101

- What prospecting means in today's context
- Understanding multi channel prospecting
- Prospecting tools and tech stack
- Skills required for successful prospecting

WRITTEN COMM.

- Components of a well written sales correspondence
- Developing persuasive writing skills
- How to capture interest through creative messaging
- Channel specific differences in written communication

COLD CALLING

- Role and importance of cold calling
- Fundamentals and elements of an effective cold call
- How to engage prospects on a cold call
- Voice modulation and pitch techniques

OBJECTION / REJECTION

- What are objections and why people object
- Most common objections to expect
- How to deconstruct and handle objections
- Differences between objections and rejections

Qualify & Engage

Module 3

QUALIFYING 101

- What qualification means in the sales process
- Importance of qualifying leads early
- How and why qualification leads to faster sales cycles
- Common mistakes and misconceptions

QUALIFICATION PROCESS

- Qualifying Frameworks (BANT, ANUM, PPPPE, etc.)
- Must ask qualifying questions in the sales process
- How and when to determine prospect pain-points/needs
- How to politely disqualify leads

ENGAGING PROSPECTS

- Importance of momentum in the sales process
- Engaging prospects and preventing cold leads
- Staying relevant to your prospects
- Reviving leads that turn cold and dropping leads

HANDOFF

- Determining the right time to handoff a lead
- Best practices for a smooth handoff transition
- Preparing account executives and others for calls/demos
- SDR/BDR role in later stages of the sales cycle

Measure & Improve

Module 4

REPORTING/ANALYTICS

- Importance of measurement and analytics
- Useful sales development metrics and reports
- Setting up and executing tests to improve metrics
- How to create reports in today's tech stack

RELATIONSHIP MGMT.

- How to build relationships with your prospects
- How to build relationships with your peers
- How to develop trust with your managers
- Building your larger brand and presence

TIME MANAGEMENT

- Why it is necessary to create a daily routine
- How to create a schedule and manage time
- Developing healthy habits outside of work
- Time sinks to watch out for as an SDR/BDR

RECAP

- What it means to be a successful SDR
- Summary of the prospecting process
- How to qualify and engage prospects
- **Completion of a mid-course exam**

SDR/BDR Mindset & Realities

Module 5

SALES MINDSET

- What is the attitude to position you to succeed
- Setting your mindset before pursuing a sales career
- What if you don't have the right mentality for sales
- What high-performing SDRs do?

PROFESSIONALISM 101

- How to successfully transition from a student to a pro
- Do and don't of professionalism
- Hard skills and soft skills to develop and maintain
- Importance of maintaining a healthy lifestyle

UNDERSTANDING ROLES

- Overview of SDR and BDR programs at companies
- Main structure of the SDR and BDR roles
- Do you love or can you learn to love sales?
- Typical career and promotion paths

GROWTH

- What is a growth mindset and why it is important
- How to cultivate a mindset of growth and development
- What to do once you have a growth mindset
- Practical ways to use a growth mindset in school and after

Interview Success

Module 6

RESUME BUILDING

- Fundamentals of resume writing for sales jobs
- Structure and format of an effective resume
- Positioning & storytelling: academics, extracurricular
- What to do if you don't have a sales background

ONLINE PRESENCE

- Why it is important to have an online presence
- How to build your online presence
- How to engage with the LinkedIn /Twitter community
- Creating and publishing content online

APPLYING

- Developing your personal selection criteria
- How to source and find prospective employers
- Fundamentals of networking and what to do / not do
- Tips and tricks for working with recruiters

INTERVIEW PROCESS

- What criteria do employers look for?
- Typical interview process and format
- Frequently asked SDR / BDR interview questions
- How to perform well in interview?

Supplemental Reading

In addition to digital course materials, Ramped Careers will ship the following books to students as part of the curriculum. The course will also include articles from notable publications

