UMBC TRAINING CENTERS

TECH SALES PROGRAM

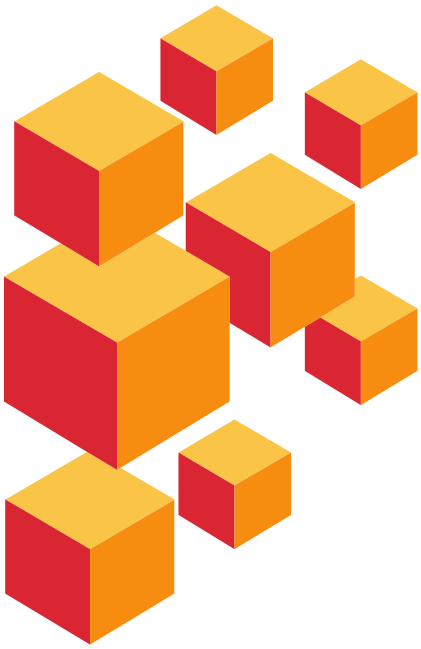
Digital Credentials for Real-World Technology Sales Professionals

Enroll Now.

Whether you are looking to enter the field of Tech Sales, advance within it, or access higher-profile clients in your current Tech Sales position, you simply must have the most up-to-date skills to compete. **UMBC Training Centers' Technology Sales Program** will tap your natural sales aptitude and arm you with the confidence, hard skills, and power skills to succeed You'll have a digital credential and transferable credits to prove it.

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WHY TECH SALES?

To Reskill or Upskill, YES! is the answer to your question!

When talking about changing careers or upskilling, many people immediately turn to tech. Becoming a software developer, UX designer, or data analyst makes for a lasting and promising career. **However, working in tech doesn't mean you need to be in a more technical role.** Tech companies and startups need a variety of players beyond those building the product and there's one career that thousands of people are skilling into.

If you're looking for a career that gives you a great income and the chance to truly succeed, look no further than Tech Sales. A career in Tech Sales can provide you with impressive opportunities and the skills needed to succeed in your professional life.

Mastering sales skills can lead to all sorts of job options, whether that's as an account executive closing deals, a sales engineer who works for independent sales firms, or a software sales representative leading others to success.

The Technology Sales field is a vibrant and fast-paced one, full of excitement and opportunity. As a Tech Sales professional, you'll enjoy career growth, financial stability, and unmatched income potential.

MORE REASONS WHY

If you like the idea of being your own boss, want to take control of your life and finances, and have the self-discipline to work on your own, you have what it takes to succeed in sales.

You may be more prepared for a career in Sales than you think you are. Going from the career you're in now to selling $50,000 deals every day in a tech sales career is not as difficult as you think. With programs like **UMBC-Training Centers' s Tech Sales Program** in partnership with Virtanza, you can get synchronous, high-impact training with role plays and true-to-life business cases so you are prepared to crush it in a Sales role.

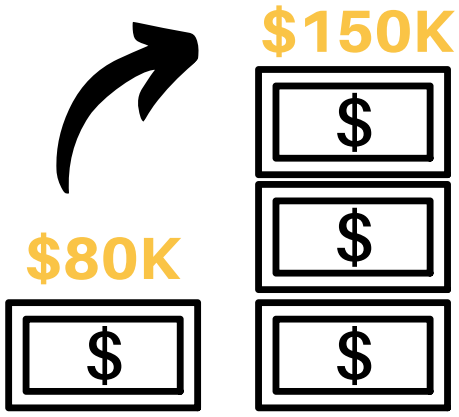
With credentials earned through the Technology Sales Program, you'll have skills that make you much more highly qualified and exponentially more dangerous in the tech industry.

Professional Sales Trained

2.8+

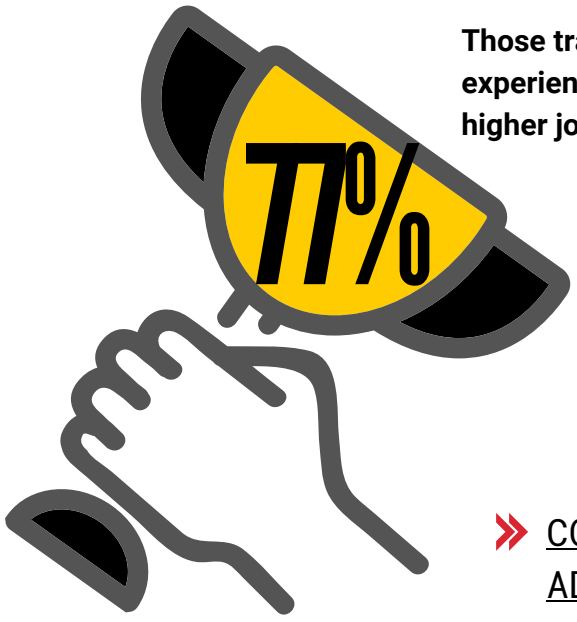
Average # of Job Offers Received

Sales Professionals enjoy a healthy starting average salary range



Sales graduates ramp-up 50% faster than their non-sales educated peers

Those trained in Sales experience considerably higher job satisfaction.



Sales is a part of nearly every job. Completing one or two sales courses will greatly impact your marketability to employers.

Source: Sales Education Foundation

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WHAT YOU'LL STUDY

- **IT & Computing Concepts**
- **Cyber & Cloud**
- **Big Data**
- **The Tech Business**
- **Introduction to Sales Process**
- **Prospecting**
- **Communication & Needs Assessment**
- **Presenting Proposals**
- **Creating & Delivering Sales Presentations**
- **Personal Branding**
- **Skills Articulation**
- **Customer and Negotiation Styles**
- **Presenting, Negotiating, Overcoming Objections**
- **Sales Planning & Forecasting**

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By the end of this course, you will be able to...

- Use CRMs and Sales Enablement Tools, especially Salesforce.com, to find, qualify, and nurture leads, track numbers and communication, manage and report on a pipeline, and manage opportunities effectively and efficiently to close;
- Create value propositions and set appointments, qualify prospects and customer opportunities through smart questioning;
- Dialogue with a customer to identify pain points, business value to customer's needs, vision of portfolio of solutions to potential customers, and advance to next step;
- Develop a digital presentation and tell a story to fit customer needs and interest
- Practice and deliver an effective digital sales presentation, gain customer commitment, or an alternate next step;
- Analyze pipeline, sales cycle, forecasting, financial acumen;
- Articulate your personal brand and strengths as they relate to the role you wish to pursue, the company for whom you'll work, and the customers you hope to serve;
- Ask for the close, negotiate terms, and have FUN in Tech Sales!

What Tech Sales role will you play?

Sales Development Rep

A sales development rep (SDR) is responsible for contacting and engaging potential clients to create an opportunity for them to meet with your Account Executive Team.
Average Starting Salary: $40K-$55K
Commissions: $15K-$30K
Career Path: Outside Sales, Account Executive, Sales Management

Account Manager

Also called a Client Success Manager (CSM) or Post-Sale Account Manager, an Account Manager (AM) steps in to maintain the client relationship, work to renew contracts, and upsell on existing contracts. This role is often responsible for reporting bugs to engineers to make sure their clients are able to use a product effectively.
Average Starting Salary: $75K-$100K
Commissions: Often lower since AMs are not in Direct Sales
Career Path: Sales Management, VP of Sales

Sales Manager

Sales managers oversee their sales teams and are usually well-performing salespeople themselves. Additionally, sales managers are responsible for executing the company's sales strategy, training and managing their respective sales teams, monitoring their progress, and reporting back to a VP of Sales.
Salary and Commission: A qualified Sales Manager can anticipate making $90K-$200K.

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Account Executive

Account executives (AEs) exist in companies in virtually all industries, and the role of a Tech Sales AE is to liaise with potential clients and close deals. AEs are central to the success of any growing organization: The client relationship growth is dependent on the AE's ability to successfully advocate for the needs of the client while representing their company's ability to provide those needs.
Average Starting Salary: $50K-$80K
Commissions: $20K-$50K
Career Path: Outside Sales, Sales Management, VP of Sales

Sales Operations

At larger companies, support staff for sales teams is required. Sales operations is responsible for making sure sales are running smoothly, perhaps providing proper marketing materials, evaluating processes, or reporting to sales leadership.

Sales Engineer

Because SaaS requires complex technical processes, an engineer may sometimes accompany sales teams to answer any technical questions about a software product or service. This person is known as a sales engineer. Sales engineers may earn as much as software engineers in their base pay. Because of their contribution to the sales process, some companies also offer commissions to sales engineers.

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YOUR LEARNING EXPERIENCE

CLASS MEETS LIVE ONLINE 3X EACH WEEK FOR 13 WEEKS

Individualized Instruction

Learners begin building their Tech Sales Profile on the first day of class, utilizing an aptitude test and assignments to map career steps and goals. Master's level, Certified Instructors lead real-world case studies and guest speakers are planned according to class make-up, and program graduates receive ongoing coaching to ensure the transition to work is seamless.

Sales Process + Technology

Learners master a 4-Step Sales Process using real-life customer case studies from a range of companies and industries. Modules also include deep dives into LinkedIn, Salesforce and sales enablement software, all critical resources for sales professionals to show on resumes. The sales curriculum is highly focused on experiential learning, engaging students within a collaborative online classroom.

Digital Credential+

Students earn a professional credential with digital badging that can be posted to social accounts and shared with potential employers. Business development skills gained within the Tech Sales Program are highly relevant and valuable to graduates.

Employer Portal

Scheduled to launch Fall 2021, the Employer Portal will match Tech Sales Program graduates to hiring managers at top tech companies. **STAY TUNED!**

How you'll learn is also important!



Prerequisites. No prerequisites are required to take this course.

Skill Requirements. You will be required to use a web camera, copy and paste functions, attach documents, or use upload features in the LMS. In addition, you may need to upload and view documents in PDF format. You can download Adobe Acrobat Reader to open PDF files by going to this site: https://get.adobe.com/reader/. (Please note that Apple OS X includes the Preview application, which allows you to open PDF files.)

MATERIALS/PROGRAMS EQUIPMENT

- PC/Mac with camera or USB plug-in camera and speakers
- Reliable, high-speed internet connection
- Students will need access to Zoom
- Students will gain access to Moodle, Salesforce.com Trailheads, and more
- Students will need Microsoft Office 2016/365 or greater for Mac or PC

Digital Badging and Transcripts. Upon passing this course at 75% or greater, a digital badge will be issued to you. The badge issued through Acclaim is a digital representation of the learning outcomes, experiences or competencies you gained in the class, and it is proof of the Credit Hours you completed. Based on the Open Badges Standard, Acclaim badges can be shared and verified online in a way that is easy and secure. Acclaim badges link to metadata that provides context and verification. They can be shared across the Internet for maximum visibility and recognition.

The Acclaim platform also offers you the ability to produce a consolidated, competency-based transcript. Transcripts include records of professional and academic credentials that can be easily shared digitally. You can now share your official Transcript directly with registrars via Credly's Acclaim platform. Sending an official transcript via Credly's Acclaim platform is immediate and saves transaction time. Official transcripts are digital and machine-readable by college admissions systems, recruiting, and talent management systems.

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LET US CELEBRATE YOUR SUCCESS

YOU ARE WHY WE ARE HERE. Students rank our Professional Sales Courses as among the best of their higher education experience, citing instructors for their professionalism and engaging classrooms, and curriculum for its real-world relevance and immediate transferability.

We stay in close touch with our program graduates, celebrating their sales wins and empowering them with our Sales Management courses, guest speaking, and networking opportunities, and recruiting and job opportunities in our Employer Portal, the subscription site hiring sales managers from companies across the country have bookmarked for launch in Summer 2021.

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FAQ

Are there prerequisites or do I need prior experience?

In short, NO! The Technology Sales Program will teach you what you need to know. You'll begin with six (6) weeks of a deep dive into all things Internet, and you'll learn the major technologies, applications, and protocols behind today's Global Digital Economy. Real-world case studies with technology companies and assignments geared towards YOUR strengths, aptitude, and sales style will allow you to practice with your knowledge and developing skills.

Am I guaranteed a job?

NO! But our classes are living examples of studies that show how those educated in sales receive more job offers, ramp up faster, succeed sooner, and stay longer. We guarantee you will be positioned to confidently compete and accelerate your sales career by implementing the processes and know-how you'll find in the Technology Sales Program. The Technology industry is the future, and we are committed to your success in the Global Digital Economy.

Do you offer assistance finding a job after graduation?

YES! In fact, we start class with the invitation to allow us to help you find a job after graduation. If you are actively seeking employment, you'll want to spend time in the Personal Branding modules and building your Employer Portal Sales Profile to ensure you are putting your best foot forward once you are done. Upon successful graduation, and in addition to other profiles you have updated on LinkedIn, your Employer Portal Sales Profile goes live for hiring managers to access and auto-match to sales roles with their companies. This is all included in your coursework!

Can I take this class and handle working full or part time?

YES! Writing a plan of action for your sales class and making sure you schedule time for in-person and independent work will help you manage time and assignments.

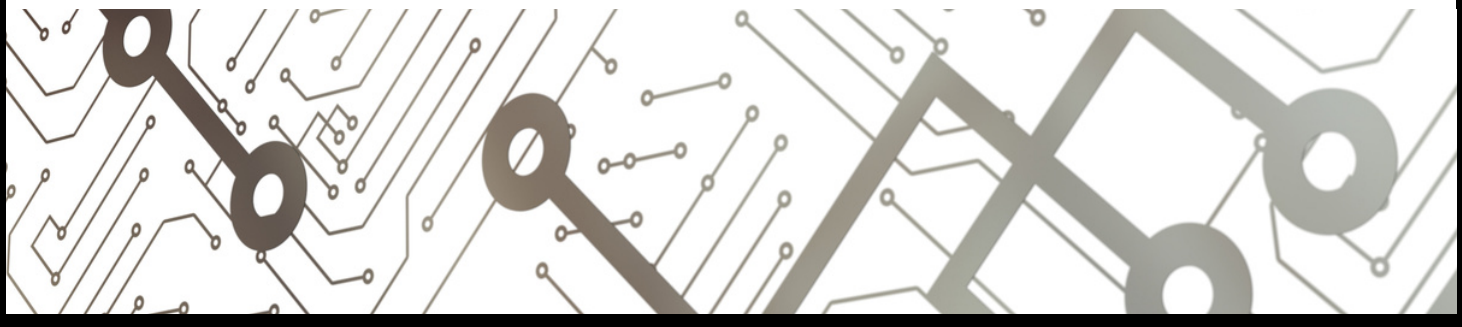
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What is the actual schedule?

For 13 weeks, you will join classmates in a live, virtual classroom three (3) times each week for 2 hours each class, or six (6) total hours of in-person time. You will also receive assignments that will require additional work outside of class of approximately four-six (4-6) hours.

Is there homework or other work outside of class?

YES! You should plan for 4-6 hours of independent work, and your Certified Instructors have virtual office hours to support you when you are not in class. You'll be asked to take an online sales aptitude assessment by Chally, and, with the results, you are sent, write a reflection paper. The Personal Branding modules require Learners to take time to study job descriptions, hard and soft skills, and companies for whom they want to work, Conducting research, creating drip campaigns, preparing Needs Assessment questions, writing and practicing a business proposal, and other key assignments will also require a commitment of time and energy



FAQ

Do I have to attend every class?

This is a synchronous course taught live by Certified Instructors. In order to get the most out of the program, you must fully commit to classroom training and attend all scheduled course days. Here's a more detailed look at the attendance policy:

1. Attendance accounts for 40% of your overall course grade and is counted on a pass/fail basis. A student must attend 85% of the total class time to receive credit for attendance:
   a. >85% attendance = 100%
   b. <85% attendance = 90%
2. It is assumed if a student misses class time they are using their best judgment and absent for an important reason. To that end, we do not ask for explanations. The attendance policy is meant to reward good attendance and discourage poor attendance.
3. Attendance is recorded daily, and it is the student's responsibility to ensure that their presence is accounted for in every class. Punctuality is expected of all students.
4. Students may apply for an extenuating circumstance waiver if they believe they are justified in not meeting the 85% attendance requirement due to extenuating circumstances. The application must be in writing to their program coordinator within twenty-four (24) hours of the missed class session. Applications will be reviewed by the program director and the student will be notified of their decision.
5. Veterans and dependents using VA Educational Benefits must meet an attendance level of 85% per class to remain in good academic standing according to the Maryland Higher Education Commission/Department of Veterans Affairs. UMBC Training Centers reports student attendance data as required by law.
6. Chronic lateness and/or absence may be subject to additional disciplinary action including probation or dismissal.

Is there Tuition Assistance?

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YES! If you are a service member, either active or retired, GI Bill and other government funding can be applied.

The Technology Sales Program is also eligible for tuition assistance from multiple sources. Applying is simple and, in most cases, requires only a soft credit check. Whether you want to pay the loan off as fast as possible, pay nothing while they're studying and for 3 months after or they need funds for the cost of living while they study, Ascent (formerly Skills Fund) flexible loan options tailored to your needs. *Click here to apply.*

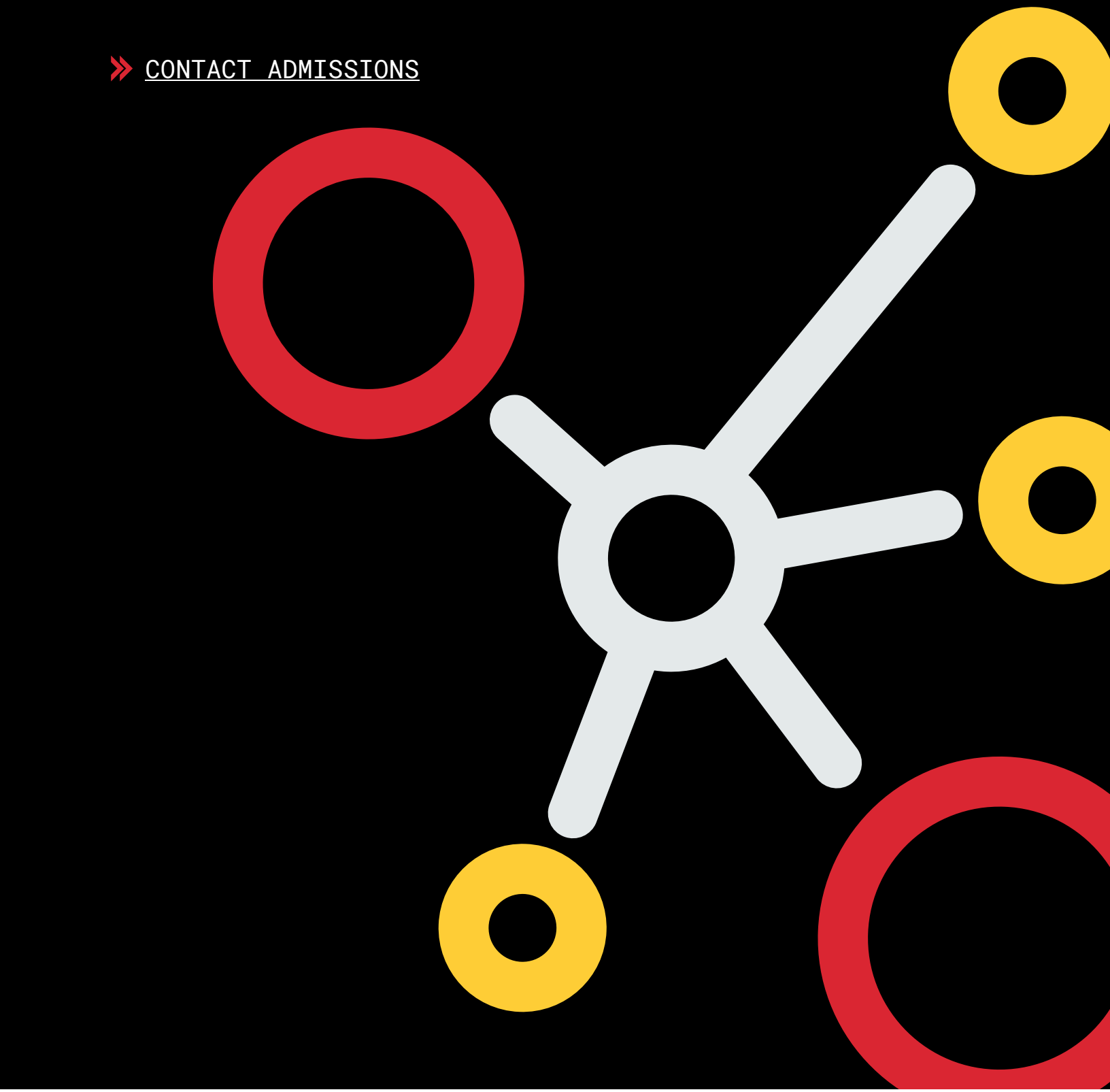
There are also a limited number of Income Share Agreements (ISA) through Meratas. An ISA is a contract between you and the lender, where in exchange for educational financing, you agree to share a fixed percentage of your post-graduation, pre-tax earnings over a set period of time. The money advanced is not a loan. It is an investment in a student's future earning potential. There is no accruing interest, no principal balance, and no penalty if the amount ultimately repaid is less than the amount funded. A student's ISA obligations are considered met when (a) required number of monthly payments is made, (b) the Max Payment Cap is hit, or (c) the end of the Payment Window is reached. *Click here to apply.*

What is a 'digital badge'? Why is it important?

Upon passing this course at 75% or greater, a digital badge will be issued to you. The badge issued through Acclaim is a digital representation of the learning outcomes, experiences or competencies you gained in the class, and it is proof of the Credit Hours you completed.

The Acclaim platform also offers you the ability to produce a consolidated, competency-based transcript. Transcripts include records of professional and academic credentials that can be easily shared digitally. You can now share your official Transcript directly with registrars via Credly's Acclaim platform. Sending an official transcript via Credly's Acclaim platform is immediate and saves transaction time. Official transcripts are digital and machine-readable by college admissions systems, recruiting, and talent management systems.

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REGISTRATION FORM

Today's Date: _____

Student Information

First Name:	Last Name:	
Employer:	Role/Title:	
Street Address:		
City:	State:	Zip:
Primary Phone:	Alternate Phone:	
Email:	Social Security #:	

Course Information

Course Title(s)	Start Date	Price
	Subtotal	
	Less Discount if applicable	
	Total	

Payment Information

☐ Cash ☐ Check ☐ Career Loan ☐ Veteran (VA Docs) ☐ WIOA ☐ Payment Plan

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Purchase Order

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____

Title or Relationship to Student (if other than student): _____

E-mail (if other than student): _____

P.O. Contact Name: _____

P.O. Contact Title: _____

P.O. Telephone: _____ P.O. E-mail: _____

Discount Information

Only one discount can be applied. All open enrollment programs are eligible for discounts with the exception of the Diagnostic Medical Sonography Program and the Cyber Academy. Check www.umbctraining.com/registration/discounts for eligible Association Discounts.

I am eligible for the following discount:

☐ Early Registration Discount
☐ Multiple Course Discount
☐ Org/Promo Discount, Code:
☐ Other:

☐ UMBC Student/Alumni Discount, Major/Grad Year:
☐ UMBC Training Centers Alumni, Course(s):
☐ Association Discount, Association: Member ID:

By my signature below, I verify that all information provided is true to the best of my knowledge and that I have read and accept the attached General Information, Terms, and Policies within this document.

Student Signature_____ **Date**_____

UMBC TRAINING CENTERS

REGISTRATION FORM

General Information and Registration Policies

The below summarizes UMBC Training Centers' general information and registration policies. For more information, please refer to the Student Handbook accessible here. By registering, you acknowledge that you meet any prerequisites listed for the course.

1. **Student Payment Responsibility:** All students registering for classes with UMBC Training Centers accept personal responsibility for all financial obligations. In the event of a loan, or employee-sponsored registration, the student will be held responsible for payment in full in the event that the sponsoring organization does not make payment to UMBC Training Centers in a timely manner.

2. **Classes:** Enrollment is on a first come first serve voluntary basis. All classes are subject to space availability. Enrollment is not guaranteed. All start dates are tentative and classes run based on adequate enrollment. Classes may be postponed, rescheduled, extended or cancelled at UMBC Training Centers' sole discretion. Students will be notified of all class changes and cancellations.

3. **Class Certificate and Auditing:** To receive a certificate for course completion, students must attend 80% of all classes. To qualify for audit privileges, 80% class attendance is required. Audits must take place in the same type of course format as the registered course (i.e., online courses can only be audited online and in house course can only be audited at the physical location of the class). Audits are permitted on a space-available basis only for courses which have not been retired or have had significant content changes. Audits must be started within 1 year of the original class start date. Due to space constraints, audits cannot be confirmed until the first day of the class to be audited. If course materials change, the student is responsible for purchasing the new materials. Students are required to bring their original materials or purchase new ones at their own expense.

4. **Cancelled Check:** A $50 returned check fee will be charged to the student for any bank-rejected checks.

5. **UMBC Training Centers - Cancellation and Refund Policy:**

   Student will receive a refund of paid registration fees only if UMBC Training Centers receives a notice of cancellation at least 10 business days prior to the class start date for classes or the exam date for exams.

   Red Hat Kiosk Exams are non-refundable. They can be rescheduled up to 24 hours prior to the exam session at: www.examslocal.com.

***Additional policies and requirements regarding students using Veteran Affairs Education/Training Benefits can be found here.**