



# First Summit:

## Sales Development Representative

**Curriculum Breakdown**





“

Elevate runs a great program and I think the students go through a very realistic simulation of what they'll face out in the tech world.

**Jayson Repko,**  
Director of Sales @ Cylera

# What is Tech Sales?

Elevate's Tech Sales program offers an accelerated 10-week, hands-on training designed to launch your career in the fast-paced world of technology sales. Over the course of 10 weeks, you'll be guided through a structured curriculum that covers everything from the fundamentals of the Sales Development role to advanced strategies for engaging prospects and closing deals.

Starting with the core responsibilities of an SDR, you'll gain hands-on experience with industry-standard tools like HubSpot, LinkedIn, and LeadIQ. Our program dives deep into essential topics such as crafting targeted emails, understanding the Ideal Client Profile, and mastering the art of cold calling. Each week is packed with practical exercises, including live cold call simulations and mock interviews, ensuring that you build the skills and confidence needed to excel in real-world scenarios.

With Elevate, you'll gain more than just knowledge—you'll acquire the confidence and practical experience needed to excel in tech sales. Whether you're a complete beginner or looking to make a career change, our program prepares you to step into your new role with competence and clarity.

[Speak with Admissions](#)



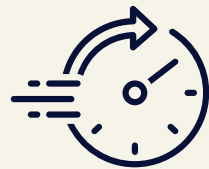
# Why Tech Sales?

---



## High earning potential

Tech sales offers impressive earning potential, with many reps starting with a median base salary of **\$55K to \$85K in their first year**, thanks to a combination of base salary and commissions.



## Fast-Paced and Exciting Environment

Tech sales is a dynamic field where rapid innovation, especially in areas like AI and cybersecurity, keeps the work exciting and challenging.



## Growth Opportunities

The growing tech industry offers ample opportunities for career advancement. With experience, you can move into senior roles such as Account Executive, Sales Manager, or VP of Sales.



## High Demand

Companies are always seeking skilled tech sales reps to bring new technologies to market, creating a wealth of job opportunities, with a projected **6.8% employment increase** across various tech sales roles.



## Transferable Skills:

The communication, negotiation, and relationship-building skills gained in tech sales are valuable across various industries and roles, making them highly transferable throughout your career.

# What to Expect at the Elevate Sales Development Representative Summit



## 10-Week Program

- Theoretical classes
- Practical classes



## Career Recourses

- Resume Review
- Interview Prep
- Career Support



## Capstone Events

- Monthly Employer Pitch Events



## Mentoring

- 1:1 support

[Speak with Admissions](#)



I had just started Elevate this week and so far it has been a solid experience. The instructors are nice and informative, the environment is friendly, and overall it's a great place to be. I highly recommend it for people who would like to get into Tech."

Bruce Alexander Gay  
Elevate Alumni, 2024



# Jobs You Can Land After Completing the Program

---

## **Sales Development Representative**

\$55K - \$85K  
Average 1-Year Pay

## **Business Development Representative**

\$64K - 104K  
Average 1-Year Pay

## **Account Executive**

\$95K - \$180K  
Average 1-Year Pay

## **Customer Success Manager**

\$95K - \$125K  
Average 1-Year Pay

## **Account Manager**

\$92K - \$165K  
Average 1-Year Pay

## **Sales Development Manager**

\$95K - \$150K  
Average 1-Year Pay

# Skills For Your Resume



## Soft Skills:

- Objection handling
- Networking
- Discovery & qualification
- Persuasion Techniques
- Negotiation
- Organization
- Relationship-Building



## Hard Skills:

- Demo Presentations
- Cold Calling
- Cold Emailing
- Manage CRMs
- Product research
- Proposal Writing
- Analytical Thinking

[Speak with Admissions](#)

# Learning Outcomes

## Prospecting

### ICP, BP, and VP

Understanding the initial stage of the sales process. Identifying Ideal Client Profiles (ICP) and Buyer Personas (BP) with succinct and personalized value proposition (VP).

**Goal:** Student has a clear process of researching and generating leads to establish first contact and meetings.



Charles Biondo

Employer Jedge

T-Mobile

## Outreach

### Outbound email, calls, video, and social

Executing different outreach strategies through Social Media Outreach (LinkedIn), Cold Email, Video Messages (Vidyard), and Cold Calling techniques. Climbers will conduct outreach to hiring managers, or they could apply to a partner externship program to gain paid and practical experience.

**Goal:** Student gains experience and eliminate the pressure of conducting outreach and booking meetings.

## Technology

### CRM, SEPs, and Lead Generation

Leveraging technology tools like HubSpot for CRM, LeadIQ for lead generation, Copilot/Gemini/ChatGPT for company prospecting buildout, Vidyard for video outreach, and Apollo for SEP

**Goal:** Understand and use technology to operate in an organized and efficient workflow.

# Academic Strengths

## Ai-First Technology Focus

### Real Scenarios

Students are prepared for the SDR by engaging technology in both live and sandbox environments. Students will prospect with the aid of Ai LLMs and LinkedIn, maintain organization and efficiency through Hubspot and LeadiQ, and develop their cold call skill and confidence through our proprietary Conversational Ai technology.

## Practical Implementation

### Cold Outreach

Students create and refine their outreach strategy by executing outreach campaigns as part of partner externships or school assignments. Students develop their own templates for at-scale outreach and as a source of truth for all personalized campaigns.

## Blended Learning Environment

### Self-pace with instructor-led sessions

Self pace content includes video lectures and digitally distributed assignments. All students must also meet twice a week with their instructors for group-level instructor sessions. Each student is then held accountable through 1-on-1 coaching sessions with instructors

[Speak with Admissions](#)



**Jess Roth**

**Employer Judge**



**Welcome  
to the  
Syllabus**



# The Program

---

<b>Week 1</b>	<b>Preparing For The Journey</b>	Climbers will learn the the fundamentals of responsibilities in a Sales Development Representative.
<b>Week 2</b>	<b>Beginning The Trek</b>	Climbers will learn prospecting and outbound emailing. They will be proficient in prospecting and understanding VP, ICP and BP
<b>Week 3</b>	<b>Maintaining The Pace</b>	Climbers will learn the fundamentals of creating sales cadences and the ideology behind different sales strategies while navigating a Sales Engagement Platform (SEP).
<b>Week 4</b>	<b>Getting Comfortable With Being Uncomfortable</b>	Climbers will learn how to create and execute successful cold call strategies and objection handling.
<b>Week 5</b>	<b>Gaining Elevation</b>	Climbers will focus on resumes, cover letters, LinkedIn, and writing skills.

---

# The Program

---

**Week 6**

**Leaving Basecamp**

Climbers will complete interview prep to become eligible for introductions to Employer Partners.

---

**Week 7**

**Gaining Altitude**

Climbers will apply to opportunities among Elevate's partner network and available job boards. They will leverage their skillsets to solicit interviews.

---

**Week 8**

**Nearing The Summit**

Climbers will apply their knowledge conducting outreach to hiring managers, or joining partners externship programs to gain exposure and practical application.

---

**Week  
9-10**

**At the Summit**

Climbers will present their Capstone project during our Monthly Capstone event with hiring manager and will showcase their skills as SDRs.

Climbers will leverage their network and create effective career plans to advance beyond their initial role as an SDR.

---



“

Joining hands with Elevate, you can really see that they're actually grooming this instruction to be sharp ready for the modern age.”

**Mahesh Vinayagam,**  
CEO & Founder at qBotica

# Week 1: Preparing for the Journey

## Think Like An SDR

The evolution and goals of the SDR

- LMS Walkthrough
- SDR workload
- Vocabulary Scavenger Hunt
- Why is organization important?
- What is Prospecting?
- What are the ways, or channels, SDRs use to prospect?
- CRM Demonstration
- Accounts/Target/Accounts/Territories
- Time Blocking
- SDR Mindset

## Research & Planning

- What is a value proposition/Problems being solved
- VP, BP and ICP. Why do they matter?
- Assignment – Identify 5 Target Accounts, 2 Prospects Each, and Define their VP and ICP

## Understand the CRM

- Email sync to the CRM
- CRM Certification

Speak with Admissions



**Austin Gudzak**  
Hired at eBacon  
Elevate Alumni

# Week 2: Beginning the Trek

---

## List Building

- Tool Walkthrough
- SDR Pay
- Research/Traps/Time
- Base salary vs OTE
- Sales Framework
- Social Media
- KPIs/Reporting/Notes

## SDR Role

- Outplay Demonstration/Walkthrough
- What is a Sales Enablement Platform (SEP)?
- Slack
- Meetings, extra effort
- Attitude
- Curiosity
- Structure
- Preparing for the SEP Certification
- Prospecting and emailing to find prospects based on the ICP and the BP

## Email Framework

- Sync to the CRM (Hubspot)
- Email Structure
- Times to send emails
- Inputting a list
- Practice basic CRM workflows (Company creation, Deal Creation, Add Contacts (1-ATL, 1-BTL) Call Logs, Note Logs, Task)
- Threading



# Week 3: Maintaining the Pace

## Sales Frameworks

- Challenger
- BANT
- MEDDIC
- The AGOGE Sequence
- The AIDA System
- BP HubSpot Tool

## Prepare For Objections

- Email outreach—What are the elements that go into a proper email? Subject, intro, VP, CTA
- Cadences—How many touches?
- What elements make up a cadence?
- Above the line and Below the line selling

## Elevate Your Email Game

- Set up your activity tracker, know your math
- Accusation audits in your strong opener
- The Google game
- The first round of activity and appointment goals
- Sync to the CRM (Outplay)
- Elevate your cadences email



Jason Prindle  
Employer Judge



Speak with Admissions

# Week 4: Getting Comfortable with Being Uncomfortable

## Visualize Your Strategy

- The main components of a cold call
- Build a cold call script
- Build your first three emails templates
- The Waterfall strategy to prospecting
- Cold call practice
- Employer Internship

## Prepare For Objections

- The Accusation Audit and lowering guard with authenticity
- Common objections from an SDR Manager
- Mock Calls

## Elevate Your Cold Calls

- Set up your activity tracker, know your math
- Tailor your call to a Buyer Persona, ICP
- Include an accusation in your strong opener
- Asking for the close: Open-ended questions vs close-ended questions
- First round of activity and appointment goals



**Brandon Clarke**  
Hired at Salesforce  
Elevate Alumni

# Week 5: Gaining Elevation

## Advanced Prospecting

- Video prospecting script builds - attention grabber & authenticity
- LinkedIn profile dev & LinkedIn messaging strategy
- More in-depth with BANT
- Gatekeeper strategy – asking for advice, creating a relationship, multithreading
- Activity and appointment goals for the week
- Cold call practice

## The Modern Tech Stack

- LeadGen – build your first list and begin outbound
- SEP – template & sequence build
- CRM – note and deal review
- Remote Conferencing – managing expectations and getting your prospect to the Greek
- Video Prospecting – Video Certifications and prospecting development

## Cadence Development

- Define your cadence of touchpoints
- Build your first sequence
- Email and sequence breakdown

Speak with Admissions



# Week 6: Leaving Basecamp

---

## Getting Ready for Hiring

- Update resume
- Talk about LinkedIn and LinkedIn profile
- Offer Letters
- Employer Partners
- Mock interviews
- Badges and Certifications
- Video walk-through of your LinkedIn or resume
- Resume hacks

## SDR Role

- Closing techniques
- Discovery call
- Demo call
- Review SDR terminology
- Pipeline review
- Reporting
- Quota
- Clarifying questions
- Using close-ended questions in a call
- Getting approval to move forward
- Agendas and why they matter
- Follow-up

## More in depth Research

- Boolean Searches
- What recruiters look for
- What is important on an interactive demoing



# Week 7: Gaining altitude

## Following Up

- Scenario Challenge
- The sale is in the follow-up – thank you emails, reminder emails & calls
- Turning a no, into a Yes
- Pipeline review – what is cold, where are our risks, and what do we need to do to prepare for the next call?

## Qualifying Your Buyer

- Cold call practice
- Building rapport and maintaining rapport
- Qualifying your cold calls
- Summarizing and managing expectations for the next steps

## Acing Your Discovery Call

- The structure of a discovery call
- Maintain control
- Discovery call checklist
- BANT questions
- Objection Handling - mirroring, validating, isolating, and asking calibrated questions
- Asking for the close and earning buyer commitment

Speak with Admissions



**Ana Jansen**  
Hired at Microsoft  
Elevate Alumni

# Week 8: Nearing the summit

---

## SDR Review

- What is a sales playbook and why SDRs need one
- MEDDIC
- Challenger
- BANT
- Introduction to the Capstone Project

## Creating a Discover Call Script

- What's next after the appt is set?
- How to set up a discovery call

## Final Badges and Certifications

- All certifications and badges should be completed by the end of wk 8
- Tonality
- Mirroring
- Cold calling workshop/breakdowns
- Email workshopping and breakdowns



# Week 9: At the Summit

## Preparing to Graduate

- Building your inbound funnel – LinkedIn posting and networking
- Cold Call Live Presentation – group grade, objection handled and did we close?
- Completing and Practicing Capstone Presentation – Three emails, cold call script, ICP and BP all clearly defined
- Resume Writing – Elevate Partner Tool
- Network and mentor relationships going forward – monthly mentor meetings and Elevate mentorship

[Speak with Admissions](#)



# Week 10: Putting it all Together

## Preparing Your Capstone Project

Congratulations!

You are now preparing to summit. As an Elevate Climber and alumni to-be, you will show proof of competency by completing and presenting your Capstone Project.

This project will incorporate all of the skills you've gained up until this point and will be presented to your peers and Employer Partners when available.

Upon completion of the Capstone Project, you will now confidently and successfully be capable of managing the full responsibilities of a Sales Development Representative.





"Elevate made the hiring process easy with an in-depth understanding of my services and needs, then the placement of the exact reps that I needed. Not only that, they are well-trained and receive continued education & support from the Elevate community! What more could I ask for? Oh, right... results! Done and done! The results have spoken for themselves with sales, extra time, and confidence that I have a sales team that is going to deliver and continue to sharpen their tools."

**Daniel knight,**

Chief Executive Officer @ Unicorn Universe

# School Ratings



## Elevate SDR Bootcamp

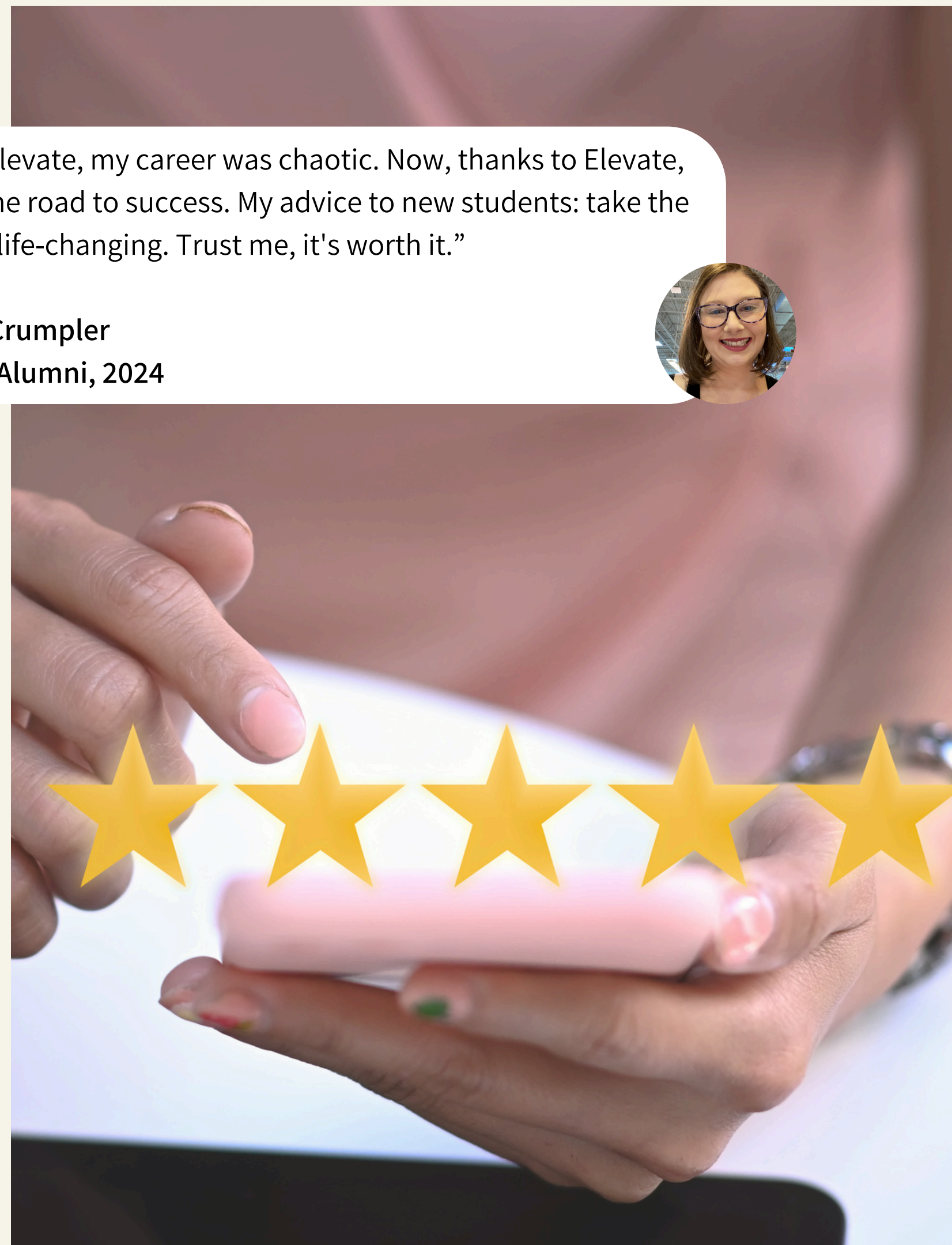


## Elevate



Before Elevate, my career was chaotic. Now, thanks to Elevate, I'm on the road to success. My advice to new students: take the risk. It's life-changing. Trust me, it's worth it."

Allison Crumpler  
Elevate Alumni, 2024



# Elevate Employers Partners

Elevate partners with 50+ employers partners in the US and abroad looking to hire job-ready graduates.





## Highly Recommend

I have recently completed the SDR program at Elevate and I have to say, I can't think of many decisions in my life that have had a more encouraging and effective outcome than this.

The latent skills I have been able to hone and utilize through the guidance of the leaders at Elevate have helped me find a position at a company I absolutely love with the potential to make considerably more money and put me and my family in a much more comfortable position.

I highly recommend it.”

### Levi Martinez

Elevate Alumni, hired at Adgile 



[Speak with Admissions](#)

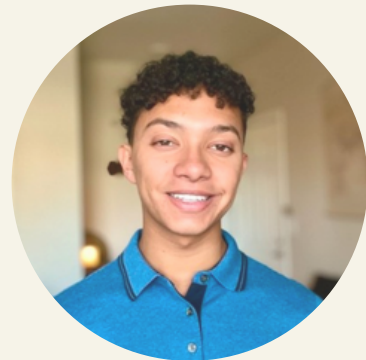


The lightbulb flickered when I realized, "Hey, if I can do this, there must be others who want to do the same but don't know where to turn"

**Norman Rodriguez,**  
Elevate CEO/Founder (Elevate's 1st Climber)

[Speak with Admissions](#)

# We are Climbers



[Speak with Admissions](#)