

Develop with Dell: Sales

SALES CAREERS

FOUNDATIONS OF
TECHNOLOGY

SALES
FUNDAMENTALS

RNMKRS

WORKBOOK

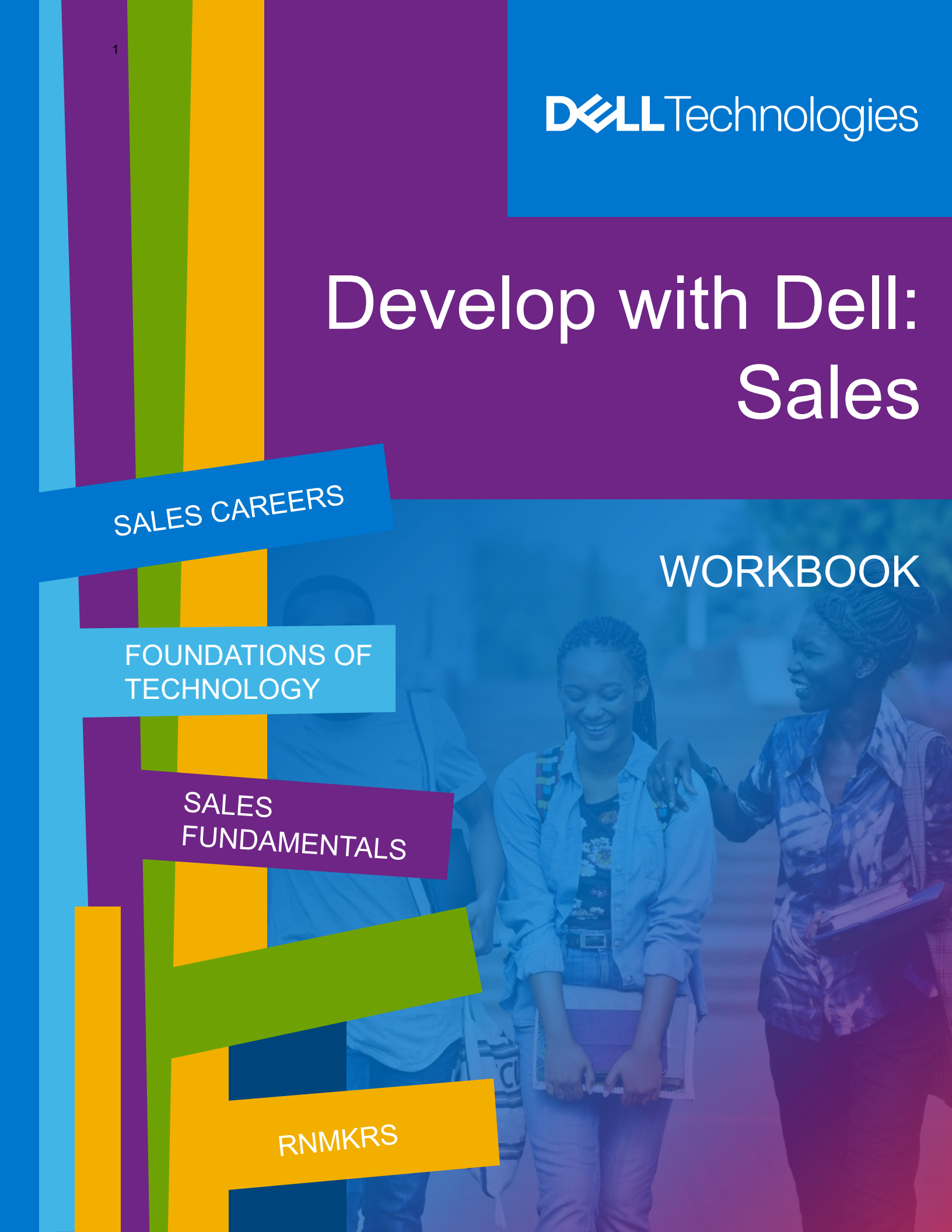


Table of contents²

Workbook introduction.....	3
Module 1 Activity and RNMKRS assignments	4
Module 2 Activity and RNMKRS assignments	14
Module 3 Activity and RNMKRS assignments	20
Module 4 Activity and RNMKRS assignments	30
Module 5 Activity and RNMKRS assignments	36
Module 6 Activity and RNMKRS assignments	40
Final Steps	44

Introduction³

This workbook is an interactive PDF in which you will complete activities following your eLearning courses. It contains each week's activities as well as RNMKRS assignments. We recommended using the free [Adobe Acrobat Reader](#) application to open and access this Workbook PDF. Be sure to save this workbook in a convenient location on your device.

At the end of the workbook, you will find Q&A sections that answer frequently asked questions about the program, RNMKRS, & SpeedSell, and the Develop with Dell: Sales Professional credential. The Q&A sections are followed by a glossary containing definitions of sales and technology terms that may be unfamiliar to you.

Activity assignments

Each week includes one or more activities designed to reinforce and enhance content covered in on-demand courses and virtual live sessions as well as to provide additional professional development opportunities.

RNMKRS assignments

Each week includes one or more RNMKRS assignments designed to help you complete a minimum of:

- Reaching the Top Floor in the elevator in SpeedSell before April 09, 2024 in RNMKRS, to be prepared to compete in the **RNMKRS Sales Competition on April 10 & 11 at 9:00 p.m. CST / 10:00 p.m. ET.**



Activity & RNMKRS assignments



MODULE 1

5 Module 1

Week 1 Introduction

In Module 1 & 2, you will be introduced to sales careers, consultative selling, technical transformations, and RNMKRS.

By the end of Week 2, you will complete the following:

- Three (3) on-demand eLearning courses:
 - *Explore Sales Careers*
 - *Digital Transformations*
 - *Consultative Selling*
- One (1) virtual, live sessions:
 - *Intro to RNMKRS*
- Complete the activities and RNMKRS assignments in Week 1 of this workbook, including downloading and installing the RNMKRS SpeedSell and Role Play app.



A

Activity: Explore O*NET

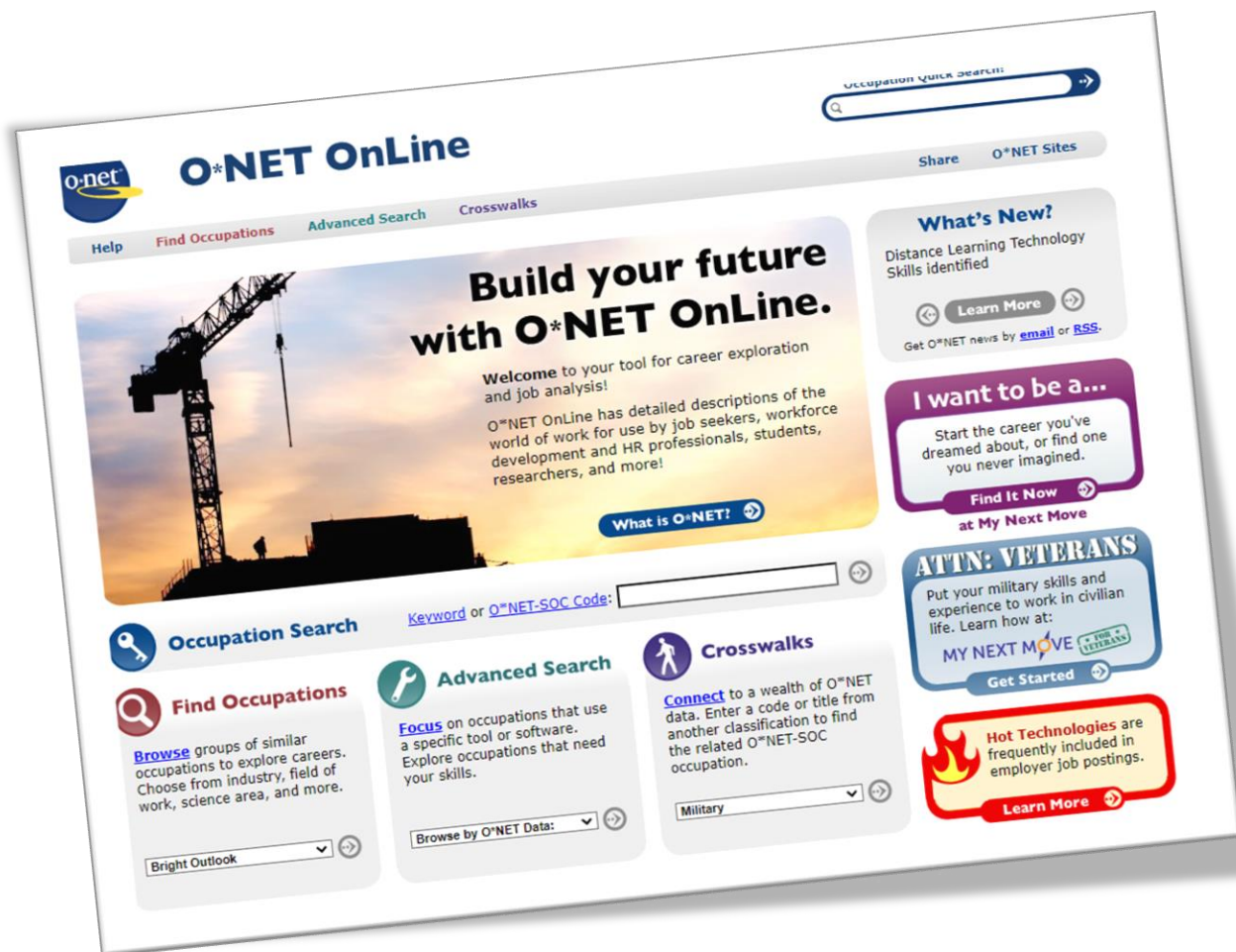
O*NET (The Occupational Information Network) is a free online database where you can explore occupations in detail.

01

Check out this [Toolkit O*NET OnLine Guided Tour](#) to learn more about how to use O*NET.

Before you begin exploring sales careers using O*NET, review the toolkit to learn about:

- How to use O*NET
- How to search in O*NET
- Job occupation profiles



B

Activity: O*NET and sales

01 Go to O*NET and browse the [Summary Report for sales occupations](#).

02 In the table below, enter what interests you most about each item, then click to select the checkboxes for the five things that are most important to you and/or that resonate most with who you are.

Suggestions:

- Incorporate these verbs into your resume where possible. The phrases and work activities you selected are what hiring managers look for when they review your resume and are what they want to hear about in your interview answers.
- Consider discussing some of these skills or knowledge areas with your academic or faculty advisor and ask how you might develop these skills in future courses. Also consider exploring YouTube videos, blogs, and podcasts on these topics to further your personal development.

Tasks	
Knowledge	
Skills	
Abilities	
Work activities	
Interests	
Work styles	
Values	

03 Enter 2-3 questions you would like to ask a seller to learn more about what these skills or knowledge areas look like on the job.

1.	
2.	
3.	

C

Activity: Sales roles

02

Pick two (2) sales roles from these sites:

- [Indeed's Inside Sales Representative job search results](#)
- [LinkedIn ISR job search results](#)

In the table below, enter the qualifications for the two roles. Then enter your experiences, classes, volunteering, interests, and skills that relate to each qualification. The longer the list for each qualification, the stronger a candidate you will be.

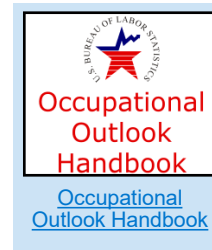
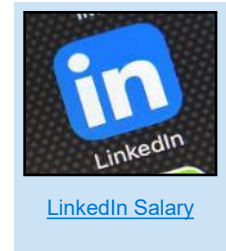
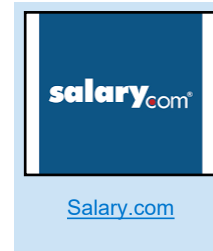
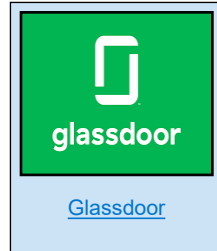
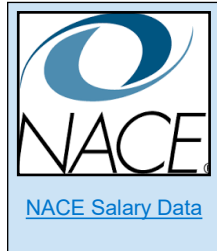
You can use the resources on the previous page to help you negotiate for future salaries. In addition, research salary information for other average salaries.

Sales role	Qualifications	Experiences/ Classes	Volunteering	Interests/ Skills

D

Activity: Sales salaries

Are you curious about the average salaries for careers in sales? Check out these resources.



When reviewing salaries:

- Recent graduates are usually at the 0-25% quartiles.
- Reflect on previous related experiences that could be used to help you advocate for higher salaries.
- Remember, these are averages.

When you conduct an informational interview:

- Ask about average salaries for someone starting out in sales.
- Ask for clarification of salary vs. commission vs. bonuses vs. incentives.

01

Pick 2-3 resources that you want to use to explore sample salaries, then fill out the following table.

City	Low salary	Mid salary	High salary



Activity: List of informational interview questions

You'll soon have the opportunity to stand out to Dell sellers by bringing thoughtful sales career questions to an upcoming panel discussion.

You may find these links useful when making your list of questions.

- [64 Informational Interview Questions that you Need to Ask](#)
- [15 Questions to Ask in an Informational Interview](#)
- [14 Key Questions To Ask in an Informational Interview](#)

01

In the table below, enter 5-7 questions, based on your sales career research, that you would like to ask a seller.

02

Click to select the checkboxes for the top two questions you would like answered during the upcoming panel discussion.



Resources related to consultative selling and seller development

- [Patrick Dang Video: How to Gain Confidence in Sales and Become a Confident Salesperson](#)
- [Patrick Dang Video: 5 Easy Sales Phone Tips](#)
- [Patrick Dang Video: Sales Techniques - How to Convince a Customer to Buy from You](#)
- [HubSpot Blog - How to Use Emotions to Sell](#)





RNMKRS: Tasks

The following tasks should be completed by the end of Module 2.

- 01 Download the RNMKRS SpeedSell and Role Play App.
- 02 Create your RNMKRS profile, connect it to your LinkedIn profile, and upload your resume. Reach out to your school's career center for a resume critique.
- 03 Complete the Student Profile Personality Assessment.
- 04 Complete the six (6) Video Training Videos and Quizzes in the My Case Study section of the RNMKRS app.
- 05 Complete at least five (5) practice role plays and consider doing one full role play plus one of each of the four steps (Opening, Discovery, Presentation, Closing/Objection) to become comfortable with the app and the role plays.





RNMKRS SpeedSell: Tasks

The following tasks should be completed by the end of Module 2.

- 01 Download the RNMKRS SpeedSell and Role Play App.
- 02 Watch all the training videos in the app and pass all the quizzes that explain what an Elevator Pitch is, why it matters and how to make a good one.
- 03 Access the PitchPerfector, a study guide to help you prepare your Pitch. You will be given a sample job description and recruiting videos to have a sample role to target your elevator pitch for. You also might consider targeting your elevator pitch to an Inside Sales Representative role with Dell Technologies.
- 04 PitchPerfector Step One (1): Use the PitchPerfector to identify a strong attention-grabbing ice breaker to connect with the audience. You will not be able to move on with the Bot until you catch their attention, and the Bot becomes interested in hearing more about you.
- 05 PitchPerfector Step Two (2): Once you have the Bot's attention, it is time for you to tell your story. You don't want to be vague and say "I'm a hard-working team player" only. You want to elaborate on the facts. To do this, you want to use the STAR method (Situation, Task, Action, Result) to tell a fact-based story about your strength.
- 06 PitchPerfector Step Three (3): There are three (3) components in the last part of your pitch.
 1. Summarize your story – point out how your story showed off your strength.
 2. Tell the Bot how these strengths helped you succeed in the job role you are pitching and want an interview for.
 3. Ask for an interview by being specific with the days and times.

Activity and RNMKRS assignments



Module 2

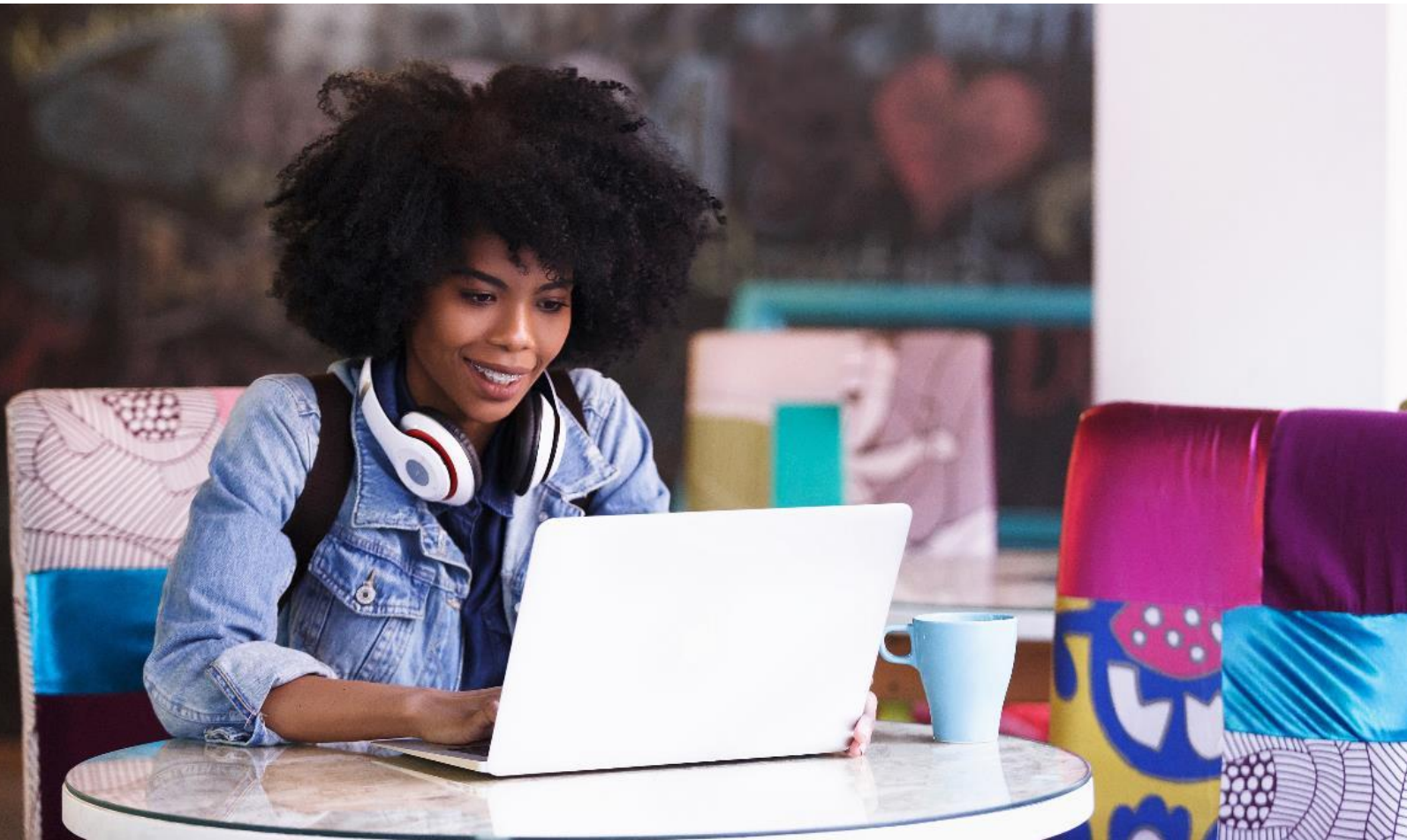
Module 2

Module 2 Introduction

In Module 2 you will gain a deeper understanding of sales roles, sales careers, computers, and the sales process.

In Module 2 you will complete the following:

- Four (4) on-demand eLearning courses:
 - *What is an Inside Sales Representative?*
 - *Computer Fundamentals Part 1*
 - *Computer Fundamentals Part 2*
 - *The Sales Process*
- One (1) virtual, live sessions:
 - *Sales Career Panel*
- Complete the activities & RNMKRS assignments in Module 2 of this workbook.



16
Module 2

ACTIVITIES

A

Activity: Your resume

Customize your resume for sales role jobs.

01

- a) Incorporate key phrases from sales job descriptions and the characteristics that make a seller successful. Refer to the job description and characteristics referenced in the *What is an Inside Representative?* course.
- b) Begin each bullet point on your resume with a verb and highlight your accomplishment, how it was measured, and what you did. Focus on the results of your actions and what was accomplished as a result of your work.
- c) Reach out to your school's career center for a resume critique.
- d) Review this [resume resource and advice](#).



Resources related to the sales process

After completing *The Sales Process* (on-demand) course, you may want to explore these resources about developing and exploring characteristics/traits that make a seller successful.

You may find these links useful when making your list of questions.

- [Seven Steps of the Sales Cycle Video](#)
- [HubSpot Article: The 8 Key Steps the Best Sales Processes Cover](#)
- [Patrick Dang Video: Sales Process Explained](#)

B

Activity: Computer Fundamentals Part 1

This is an on-demand course.

01

- You must complete the quiz with a score of 80% or more to pass the quiz and receive credit for completing the course.
- You may take the quiz as many times as needed to pass.
- We recommend successfully passing the quiz before you move on to other technology fundamentals courses.

C

Activity: *Computer Fundamentals Part 2*

This is an on-demand course.

01

- You must complete the quiz with a score of 80% or more to pass the quiz and receive credit for completing the course.
- You may take the quiz as many times as needed to pass.
- We recommend successfully passing the quiz before you move on to other technology fundamentals courses.





RNMKRS: Tasks

The following tasks should be completed by the end of Module 2.

- 01 Decide to begin with the full 15-minute practice role play, then move on to practice steps. Or start with the steps and work through the full role play.
- 02 Complete an additional 10 role plays for a total of 15 full role plays to date in the RNMKRS app. Consider focusing on the following:
 - Four (4) full role plays
 - Three (3) Opening steps
 - Three (3) Discovery steps
 - To achieve success in the Discovery step, ask Alex open-ended questions to get more information and score points for getting Alex talking.
 - Sellers who talk too much are penalized, just like in real life. Sellers want the customer to do most of the talking.



¹⁹
Module 2

RNMKRS SpeedSell: Tasks

The following tasks should be completed by the end of Module 3.

- 01 Review the PitchPerfector, a study guide to help you prepare your Pitch. You will be given a sample job description and recruiting videos to have a sample role to target your elevator pitch for. You also might consider targeting your elevator pitch to an Inside Sales Representative role with Dell Technologies.
- 02 PitchPerfector Step One (1): Use the PitchPerfector to identify a strong attention-grabbing ice breaker to connect with the audience. You will not be able to move on with the Bot until you catch their attention, and the Bot becomes interested in hearing more about you.
- 03 PitchPerfector Step Two (2): Once you have the Bot's attention, it is time for you to tell your story. You don't want to be vague and say "I'm a hard-working team player" only. You want to elaborate on the facts. To do this, you want to use the STAR method (Situation, Task, Action, Result) to tell a fact-based story about your strength.
- 04 PitchPerfector Step Three (3): There are three (3) components in the last part of your pitch.
 1. Summarize your story – point out how your story showed off your strength.
 2. Tell the Bot how these strengths helped you succeed in the job role you are pitching and want an interview for.
 3. Ask for an interview by being specific with the days and times.
- 05 Continue revising, refining, and polishing your pitch. Get in the elevator and keep the Bot engaged so they do not get off the interview. Your goal is to get to the Top Floor with the Bot by using your elevator pitch and keeping the Bot engaged.

To successfully complete the RNMKRS SpeedSell component of the Develop with Dell: Sales program, you need to successfully reach the Top Floor by November 11, 2022.

Activity and RNMKRS assignments



Module 3

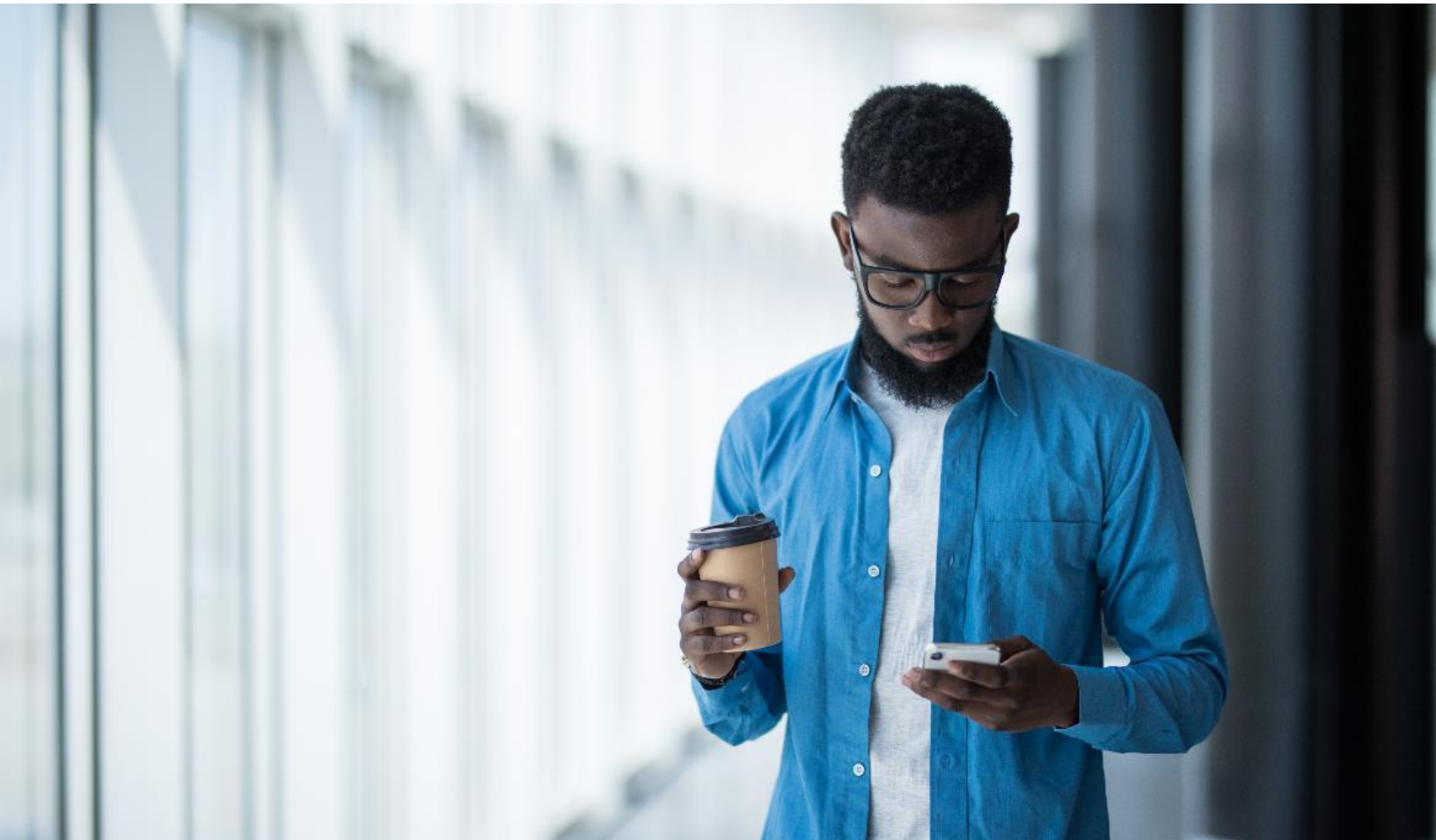
21 Module 3

Module 3 Introduction

In Module 3, you will examine the characteristics that make a seller successful and career ready—data center fundamentals and qualifying opportunities.

In Module 3, you will complete the following:

- Four (4) on-demand eLearning courses:
 - *Factors for Success in Sales*
 - *Qualifying Opportunities*
 - *Data Center Fundamentals Part 1*
 - *Sales Career Readiness*
- Complete the activities, ePoster assignments, and RNMKRS assignments in Module 3 of this workbook.



Factors for Success in Sales: Characteristics/Traits

Below are the characteristics/traits discussed in the *Factors for Success* course. Refer to these to complete this week's activities.

AGILITY	
Actively learns	Is curious; keeps up to date with trends in the industry; applies new knowledge and concepts quickly to achieve better results.
Agile	Demonstrates flexibility and ability to navigate ambiguous environments; successfully moves forward towards goals with limited guidance; manages unexpected change.
Embraces feedback	Actively seeks out learning opportunities; embraces feedback to continuously improve performance.
Intellectual capacity	Processes and understands complex information quickly; able to respond in the moment; makes actionable decisions.
Problem solver	Demonstrates intelligence and creative thinking to solve problems that lead to positive outcomes; figures things out.
BUILDING RELATIONSHIPS AND INFLUENCE	
Builds relationships	Builds relationships of trust and credibility with customers and other stakeholders; easily develops rapport and strives to achieve mutually beneficial outcomes for both parties.
Collaborates	Demonstrates they are a team player by working with others across diverse and complex environments to achieve the best outcomes for customers.
Effectively communicates	Gives full attention to what other people are saying; takes time to understand the points being made; asks the right questions and articulates a value-based message in a clear, concise, and compelling way.
Emotional awareness	Recognizes their own emotions and those of others; able to control their own emotions and uses awareness of other's reactions to adjust their approach.
Influences others	Guides others in a direction without authority.
EXECUTION EXCELLENCE	
Accountable	Takes personal ownership and responsibility to do the right things that lead to success; owns up to and learns from mistakes.
Attention to detail	Leverages proven processes, best practices, and pays attention to detail.
Organized and systematic	Sets clear priorities and organizes activities to achieve goals; disciplined in executing a plan to consistently achieve results.
WILL TO WIN	
Competitive spirit	Demonstrates a strong desire to win, to succeed, and be the best.
Customer focused	Listens intently to customers; advocates on behalf of customers; goes to great lengths to ensure customers have an exceptionally positive experience.
Drive for results	Strives to overachieve in goals/quotas; has a consistent track record of success.
Exhibits grit	Maintains determination and motivation over long periods despite experiences with failure and adversity to successfully overcome obstacles.
Financially motivated	Considers the financial reward tied to success as a key motivator for success.
Optimistic, positive thinker	Has a positive, optimistic outlook; focuses on what they can control; confident about achieving good results.



Factors for Success in Sales: Characteristics/Traits

Complete the *Factors for Success in Sales* (on-demand) course before working on this activity.

01

In the following tables, enter a characteristic/trait from the list on the previous page that you possess.

Enter three (3) examples of a time you demonstrated each of the three characteristics/traits. Include the following:

- **Situation** - Explain when the example happened, your location, the people who were with you.
- **Task** - Describe your responsibility in the situation.
- **Action** - How you used the characteristic/trait: what you did, how you did it, tools you used, who you worked with—not names, but quantity or themes.
- **Result** - The outcome of using the characteristic/trait whether it was positive or negative. If a negative result, highlight what you learned and what you would do differently. Think of how you can connect this back to sales role responsibilities.

Characteristic/Trait #1:

Situation	Task	Action	Result

If you can think of three examples of a characteristic/trait, then it is a dependable strength.

A

Factors for Success in Sales: Characteristics/Traits
 (continued)

Characteristic/Trait #2:			
Situation	Task	Action	Result

Characteristic/Trait #3:			
Situation	Task	Action	Result

B

Activity: Your resume

Review your resume and incorporate characteristics/traits and your experiences that you just identified in the previous activity.



Resources related to factors for success in sales

After completing the *Factors for Success in Sales* (on-demand) course, you may want to explore these resources for additional information about developing and exploring characteristics/traits that make a seller successful.

- [Sales Training Video: The Sales Mindset](#)
- [Patrick Dang Video: 3 Most Important Skills In Sales - Business Development, Account Executive & Account Manager](#)
- [Patrick Dang Video: How To Sell Anything With Emotion And Desire](#)
- [Patrick Dang Video: Talent vs Hard Work - The Truth about "Natural Born Salesmen"](#)
- [Patrick Dang Video: One Simple Formula for Maximum Productivity – How to Live a More Productive Life](#)
- [Patrick Dang Video - 3 Simple Ways to Make Small Talk with Anyone](#)
- [Patrick Dang Video: How to Gain Confidence in Sales and Become a Confident Salesperson](#)



Resources related to qualifying opportunities

After completing the *Qualifying Opportunities* (on-demand) course, you may want to explore these resources to learn more about qualifying opportunities.

- [HubSpot Article: 21 Sales Qualifying Questions to Identify Prospects Worth Pursuing](#)
- [Patrick Dang Video: B2B Sales Prospecting - Qualify Prospects with BANT \(Budget, Authority, Need, & Time\)](#)
- [HubSpot Article: How to Use BANT to Qualify Prospects in 2021](#)
- [HubSpot: You're Overlooking a Surprising Way to Qualify Leads in 2020](#)

C

Activity: *Data Center Fundamentals Part 1*

This is an on-demand course.

01

- You must complete the quiz with a score of 80% or more to pass the quiz and receive credit for completing the course.
- You may take the quiz as many times as needed to pass.
- We recommend successfully passing the quiz before you move on to other technology fundamentals courses.



D

Activity: *Sales Career Readiness* and LinkedIn

After completing the *Sales Career Readiness* (on-demand) course, update your LinkedIn profile to brand yourself as a future seller.

- 01
- a) For inspiration on your LinkedIn profile, review [Dell Technologies sellers'](#) LinkedIn profiles.
 - i. Look at the experiences they highlighted before they became a seller.
 - ii. Look at how they brand themselves with their Headline and About Me sections.
 - iii. Use these examples for ideas and inspiration on what to include in your profile.
 - b) For additional inspiration, review your school's LinkedIn Alumni profiles. [This PDF](#) provides information on how to find your alumni.
 - c) Add the following sections to your LinkedIn profile.
 - i. Headline
 - ii. About Me - incorporate some of the career readiness themes you learned about from this course
 - i. At least one (1) experience with description
 - iii. Education
 - i. Projects - pick at least one (1) project that you did in class and detail your accomplishments
 - iv. Skills
 - i. Recommendation - try to find at least one (1) former manager, professor/teacher, or peer to write you a recommendation.
 - ii. [This short article](#) shares tips and strategies for requesting a recommendation on LinkedIn.
 - d) Link your LinkedIn profile to your RNMKRS profile.





RNMKRS: Tasks

The following tasks should be completed by the end of Week 3.

- 01 Complete an additional 10 role plays for a total of 25 full role plays to date in the RNMKRS app. Consider focusing on the following:
 - Four (4) full role plays
 - Three (3) Presentation steps
 - Three (3) Closing/Objections steps
 - Do not present the features all at once and do not present features during the Discovery step.

- 02 Note the following:
 - The Dell Practice Role Plays and the final week's Competition Role Play will have differences.
 - Do not rely on a locked down script to win. The bot can answer many more questions than you will have time to ask, so spend practice time figuring out which questions will be the most productive.
 - As you go through the RNMKRS app and experience, there are quizzes to help you develop your sales skills.
 - You can take the quizzes as many times as needed to pass.
 - You must pass the quizzes to get credit for watching the videos.



RNMKRS SpeedSell: Tasks

The following tasks should be completed by the end of Module 3.

- 01 Continue reviewing the PitchPerfector, a study guide to help you prepare your Pitch. You will be given a sample job description and recruiting videos to have a sample role to target your elevator pitch for. You also might consider targeting your elevator pitch to an Inside Sales Representative role with Dell Technologies.
- 02 PitchPerfector Step One (1): Use the PitchPerfector to identify a strong attention-grabbing ice breaker to connect with the audience. You will not be able to move on with the Bot until you catch their attention, and the Bot becomes interested in hearing more about you.
- 03 PitchPerfector Step Two (2): Once you have the Bot's attention, it is time for you to tell your story. You don't want to be vague and say "I'm a hard-working team player" only. You want to elaborate on the facts. To do this, you want to use the STAR method (Situation, Task, Action, Result) to tell a fact-based story about your strength.
- 04 PitchPerfector Step Three (3): There are three (3) components in the last part of your pitch.
 1. Summarize your story – point out how your story showed off your strength.
 2. Tell the Bot how these strengths helped you succeed in the job role you are pitching and want an interview for.
 3. Ask for an interview by being specific with the days and times.
- 05 Continue revising, refining, and polishing your pitch. Get in the elevator and keep the Bot engaged so they do not get off the interview. Your goal is to get to the Top Floor with the Bot by using your elevator pitch and keeping the Bot engaged.

To successfully complete the RNMKRS SpeedSell component of the Develop with Dell: Sales program, you need to successfully reach the Top Floor.

- 06 Record your Pitch. Use the SpeedSell recording technology to record your own personal elevator pitch. Dress for success, speak up, get close to the phone camera, and let your charisma shine. You can continue to review your pitch and personal video through the end of the program. You can also download the video to embed or link to your ePoster's Elevator Pitch section.

Activity and RNMKRS assignments



Module 4

Module 4

Module 4 Introduction

In Module 4 you will articulate your value as a seller through interviewing strategies, story selling, and Mock Sales Interview, along with gaining a deeper knowledge of data center fundamentals.

In Module 4 you will complete the following:

- Three (3) on-demand eLearning courses:
 - *Sales Interview Strategies*
 - *Data Center Fundamentals Part 1*
 - *Story Selling*
- One (1) RNMKRS SpeedSell completion:
 - *RNMKRS: SpeedSell: By the end of Friday, April 09, 2024. make sure you have successfully reached the Top Floor with your elevator pitch.*
- Complete the activities and RNMKRS assignments in Module 4 of this workbook.



A

Sales Interviewing Strategies: Resume

Complete the *Sales Interviewing Strategies* (on-demand) course before working on this activity.

01

Keep the following in mind as you revise your resume:

- Have an updated resume and take time to review it before your interview. This will help you be prepared and confident as you speak to your accomplishments, experiences, and strengths.
- Customize your resume for sales role jobs.
- Incorporate key phrases from reviewing sales job descriptions and characteristics that make for a successful seller.
- Begin each bullet point on your resume with a verb and highlight an accomplishment, how it was measured, and what you did.
- Focus on the results of your actions and what was accomplished as a result of your work.
- Reach out to your school's career center for a resume critique.



Resources related to resumes and interviews

After completing the *Sales Interviewing Strategies* (on-demand) course, you may want to explore these resources for additional information about creating your resume and interviewing.

- [Resumes and Cover Letters Resources](#)
- [Madeline Mann: How to Prepare for the Interview](#)
- [The STAR Method: The Secret to Acing Your Next Job Interview](#)
- [JobScan - Zoom Interviews: 8 Tips for Your Video Interview](#)
- [Madeline Mann: 12 Things Not to do on an Interview Video](#)
- [HubSpot Blog: 12 Common Sales Job Interview Questions and How to Answer Them](#)
- [Patrick Dang Video: Sales Interview Tips-Sell Yourself in a Job Interview](#)

B

Activity: RNMKRS SpeedSell App

Continue working on reaching the Top Floor in SpeedSell with your Elevator Pitch.

01

- Review the RNMKRS Q&A section at the end of this workbook to help you prepare your Elevator Pitch to successfully reach the Top Floor in the SpeedSell app.

C

Activity: *Data Center Fundamentals Part 2*

This is an on-demand course.

01

- You must complete the quiz with a score of 80% or more to pass the quiz and receive credit for completing the course.
- You may take the quiz as many times as needed to pass.
- We recommend successfully passing the quiz before you move on to other technology fundamentals courses.



³⁴
Module 4

RNMKRS: Tasks

The following tasks should be completed by the end of Week 8.

01 Complete an additional 10 role plays for a total of 35 full role plays to date in the RNMKRS app. Consider focusing on the following.

- Ten (10) full role plays.
- Review any of the step role plays to check your scores and areas of the process where you scored the lowest.
- Consider doing additional step role plays to increase your scores.

02 **SpeedSell**

- Reach the Top Floor with your elevator pitch in the RNMKRS SpeedSell app.
- Review the SpeedSell training videos and PitchPerfector study guide to help you understand the importance of being able to articulate a coherent, succinct, and engaging personal brand statement/elevator pitch in 90 seconds.

³⁵
Module 4

RNMKRS SpeedSell: Tasks

The following tasks should be completed by the end of Module 5.

- 01 Make sure to reach the Top Floor in RNMKRS SpeedSell app to officially complete the RNMKRS SpeedSell program requirements.
 - On April 09, 2024., the RNMKRS SpeedSell officially closes. Make sure to reach the Top Floor by this date with your elevator pitch.

To successfully complete the RNMKRS SpeedSell component of the Develop with Dell: Sales program, you need to successfully reach the Top Floor by April 09, 2024.

- 02 Record your Pitch. Use the SpeedSell recording technology to record your own personal elevator pitch. Dress for success, speak up, get close to the phone camera, and let your charisma shine. You can continue to review your pitch and personal video through the end of the program. You can also download the video to embed or link to your ePoster's Elevator Pitch section.

Activity and RNMKRS assignments



Module 5

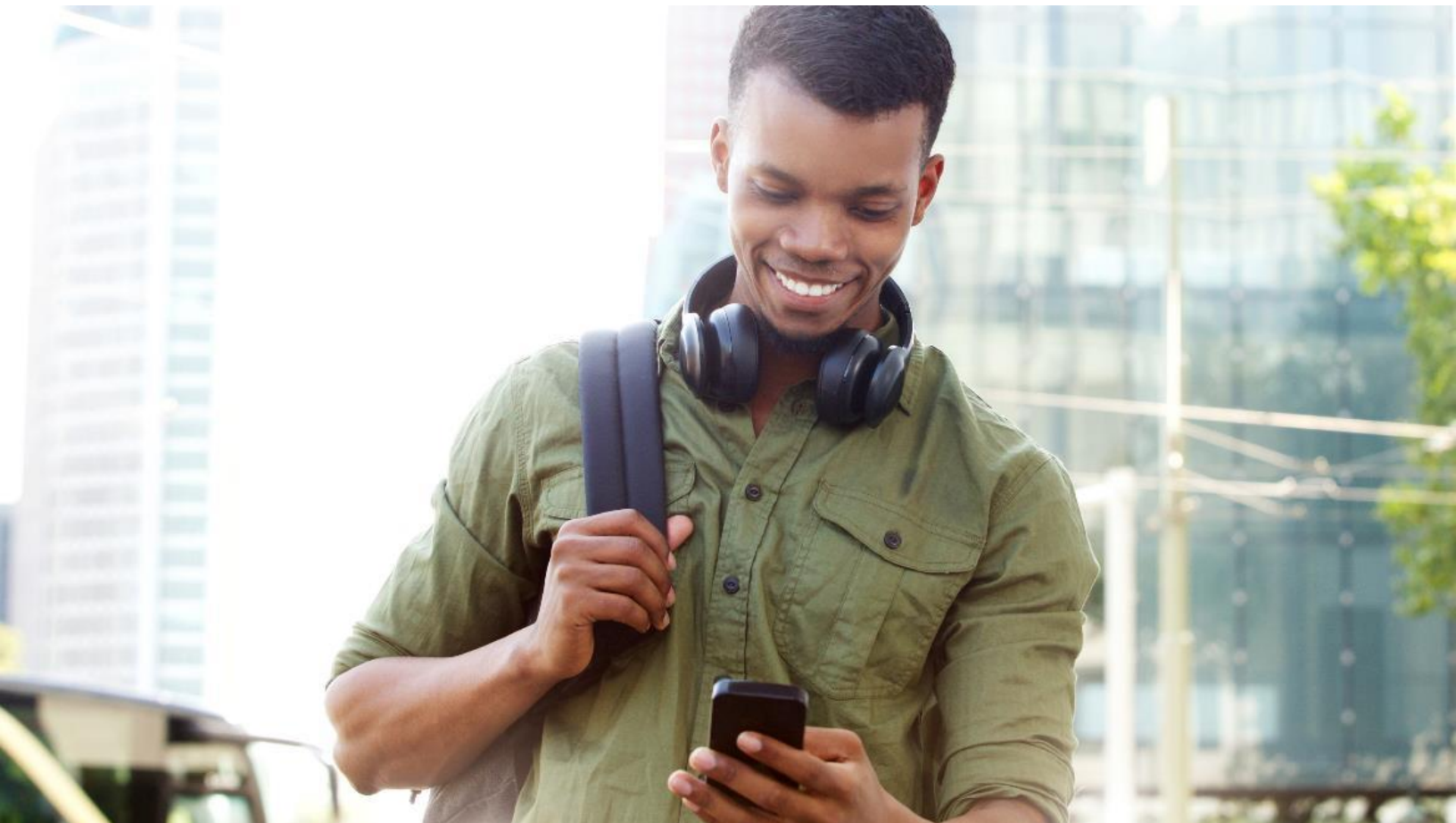
Module 5

Module 5 Introduction

In Module 5, you will explore sales career journeys, social selling, and services sales. You will also engage in activities and role plays with Dell sales trainers to refine your sales skills.

In Module 5, you will complete the following:

- Three (3) on-demand eLearning courses:
 - *Sales Career Journeys*
 - *Social Selling*
 - *Services Sales*
- Complete the activities and RNMKRS assignments in Module 5 of this workbook.



A

Activity: Services Sales

Complete the on-demand course.





RNMKRS: Tasks

The following tasks should be completed by the end of Module 5.

- 01 Complete an additional 10 role plays for a total of 40 full role plays to date in the RNMKRS app. Consider focusing on the following
 - Ten (10) full role plays
 - Review any of the step role plays to check your scores and areas of the process where you scored the lowest.
 - Consider doing additional step role plays to increase your scores.

Activity and RNMKRS assignments



Module 6

Module 6 Introduction

In Module 6, you will do the following.

- Compete in the RNMKRS Sales Competition on April 10 & 11 at 9:00 p.m. CST / 10:00 p.m. EST.
This consists of one (1) 15-minute role play in which your sales skills and interaction will be ranked against other competitors.



A

Activity: Schedule time for RNMKRS

The only activity this week is to set aside about 15-30 minutes to compete in the RNMKRS Sales Competition on April 10 & 11 at 9:00 p.m. CST / 10:00 p.m. EST. You may choose either day to complete the competition.

April

2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



RNMKRS: Competition Role Play

- 01 Download Competition Role Play**
 - The RNMKRS app will automatically update in preparation for the RNMKRS Sales Competition role play but will not go live until 9:00 p.m. CT / 10:00 p.m. ET.
 - There are content differences from the practice role play steps, so be sure to update before you plan to compete.

- 02** Complete in the RNMKRS Sales Competition on April 10 & 11 at 9:00 p.m. CST / 10:00 p.m. EST. You may choose either day to complete the competition.

April

2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



Final Steps

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THE LAST WEEK



RNMKRS activities

- An optional event to attend is the RNMKRS Results Reveal and Recognition Event
 - Note that the RNMKRS Results Reveal and Recognition Event will include students from around the world, not just students participating in the Develop with Dell: Sales program.
 - Join the party for a great networking opportunity.
-
- Top students at each school will be recognized with top 1% and special awards for students.
 - This is a great opportunity to network with recruiters. Network and join in the conversation by using #RNMKRS and sharing student results on LinkedIn.
 - Reach out to RNMKRS partner companies as many are hiring and looking for students.

Develop with Dell: Sales Professional credential

- If you successfully completed all credential requirements, you should receive an email from Credly with details on how to create your account, accept your badge, and share your achievement.
- Post your badge on LinkedIn under Honors & Awards or Certifications.



GLOSSARY

47

Glossary

Account set	A list of all the accounts assigned to a salesperson
Agenda	A list of items that will be discussed in a meeting
Booked	An order placed by a customer; sellers are paid on shipped orders, not booked orders, meaning sellers don't get credit for the order when it is merely placed; they get credit when the order is shipped
Business unit	(BU) A division of a Dell Region; e.g., Dell US, Dell Canada, Dell France, Dell Australia, etc.
Career	A series of positions held throughout a person's working life. Most people will have a few different careers in their life if they pursue jobs in different occupational fields
Commercial sales	Selling goods and services to businesses and other organizations—often called business-to-business (B2B) sales
Consultative selling	Sellers focus on sales that drive customer loyalty during the purchasing experience by helping informed customers make sense of the information they've acquired
Consumer sales	Selling products/solutions/services directly to consumers or through authorized resellers for eventual resale to consumers
Deal registration	A technology project with a customer (i.e., a school buying laptops for students); it's how we track, collaborate, and determine which partner gets the best pricing for the equipment and services they sell
Enterprise sales	Large-scale corporate sales that typically involve a long sales process and multiple decision makers
Forecasting	Making an estimate of expected sales revenue within a specific time period
Industry vertical	Companies that focus on a shared niche or specialized market spanning multiple industries
Inside sales	Selling products/solutions/services via phone, email, or online rather than traveling to a customer location
IoT	Internet of Things: A group or network of connected objects that can collect and exchange data over a wireless network, e.g., computer devices, smart home security systems, wearable health monitors, smart factory equipment, wireless inventory trackers, and connected appliances

Job	<p>A specific position at an organization that can have different titles at different organizations. One of the seller titles used at Dell Technologies is Inside Sales Representative. The same job at other companies might use one of these titles:</p> <ul style="list-style-type: none"> • Account Representative • Sales Account Manager • Relationship Manager • District Representative • Sales Consultant • Client Development Manager • Sales Associate • Marketing Representative • Territory Manager
KPIs	<p>Key performance indicators: Metrics used to evaluate items that are important to an organization's success and growth; for example, number of buyers per quarter, dollar amount of sales per quarter</p>
Major	<p>A series of classes within a theme that students focus on in their college or university</p>
Market share	<p>The percentage of total sales in a market that are generated by a particular company or product</p>
MEDDPICC	<p>A sales opportunity-qualification method applicable to any large enterprise, complex, sales process; consists of a checklist of information needed, tasks to complete, and people involved in the opportunity; letters stand for MEDDPICC = Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Value Drivers, Champion, Competition</p>
Metrics	<p>A data point used to assess, compare, and track performance or production; for example, the percentage of revenue from new vs. existing customers</p>
Occupation	<p>An occupation is a field of career interest; this article explores occupations in a Q&A article on indeed.com</p>
Opportunity	<p>An identified project or need within a customer account that provides an opportunity to sell to the customer; at Dell, we tend to use the word "opportunity" to denote an actual deal that we have discovered.</p>
Outside sales	<p>Selling products/solutions/services by meeting face-to-face with customers</p>
Overlay teams	<p>Teams of specialists who support sales teams</p>

Glossary

Partner	A business that purchases Dell solutions with the express intention of re-selling those solutions to other businesses, often with the inclusion of additional services; often referred to as a value-added re-seller (VAR)
Pipeline	A pipeline is the active deals a seller is working on within their account set; sellers usually have more money in their pipeline than their target since not every deal will close
Purchase order (PO)	A list of items a buyer would like to purchase, the number of each, and the agreed-upon prices
Product specialist	Sellers that use their expertise on products/solutions/services to act as a technical resource that supports the sales organization
Prospecting	Initiating and developing new business by making cold calls, sending emails to prospects, social selling, asking for referrals, etc.
Qualifying an opportunity	Evaluating if a contact or prospect has a high probability of becoming a customer
Queue	A lineup of customers traditionally used in sales and support organizations; new leads and support cases in the queue are distributed to sellers with the most availability (https://shreysharma.com/queues/)
Quote	Giving a customer a price estimate for the products, etc. that they are interested in buying
SAB	Strategically aligned business: Companies within the Dell Technologies' family of companies that operate autonomously and independently i.e., VMware, SecureWorks
Sales pipeline	A pipeline is the active deals a seller is working on within their account set; sellers usually have more money in their pipeline than their target since not every deal will close
Sales play	A sales plan or strategy to sell a solution to a specific set of customers during a specific time period
Sales quota	A specific, target number of sales (dollar amount or number) set by a company's sales leaders that sellers must reach during a specific period: month, quarter, year
SFDC	Salesforce.com: A customer relationship management system where customer details and activity are logged; Many companies use SFDC, or a similar system, but all follow the SFDC structure

Glossary

SMB	Small-to-medium-business: Small businesses usually have fewer than 100 employees while medium businesses usually have 100 to 999 employees; SMB sales is selling products and services specifically to SMBs
SME	Subject matter expert: Someone who provides knowledge and expertise on a specific subject, business area, or product/solution/service
SPIF	Sales performance incentive funds: Short-term sales incentives awarded to sales reps/teams as a small bonus for closing a sale on a specific item
Specialty sales	Specialized sales consultants who are experts in their field and support technical sales activities, including educating internal staff and customers and assisting in analysis, design, and development of customer solutions
Stakeholders	A person with an interest or concern in a project
Teams (MSFT)	A Microsoft team collaboration tool providing chat, video call, document storage and sharing functionality, and more
Tier 1 accounts	High-value accounts and/or those with strategic value
Transactional sales	Have a very short sales cycle, are product focused, and usually have a single decision maker
Upselling	A sales strategy that involves encouraging customers to buy a higher-end version of a product than what they originally intended to purchase
Workforce transformation	Is about organizational changes that take advantage of new technology, new skills, and new ways of working all while ensuring the organization's environments and people are safe and secure