

# Develop with Dell: Career Ready Sales Professional Curriculum

## Program Requirements

To successfully finish and graduate from the program, you must address all required elements by **May 13<sup>th</sup>, 2024**. Your work in the program will be assessed in the following ways:

- 100% Completion of all On-Demand content
- 80% passing score of all Quizzes and Assessments
- Achieve minimum mastery scores of 80% on RNMKRS Sales Role Plays
- Mandatory Attendance at one of two offerings of our Day in the Life and Meet a Manager Events
- Mandatory Attendance at 3 professional development sessions

After successfully completing the program, you will receive the Develop with Dell Career Ready - Sales Professional credential. You will be able to add this credential to your résumé or share it as a badge on your LinkedIn profile to make your network aware of your achievement. Additionally, you will be eligible to participate in our Develop with Dell virtual graduation ceremony on **May 15<sup>th</sup>, 2024**.

## Additional Resources

### **Develop with Dell Coaches**

In addition to your online resource material, you will be assigned a Develop with Dell Coach based on your location. These coaches are here to support you throughout your Develop with Dell journey and will be checking in with you to ensure you are progressing towards completing the program. After joining the program, you will receive email introductions from your assigned coach.

### **Office Hours**

Each coach will host weekly virtual office hours through Zoom on Fridays at 12:00PM CT. Office hours are designed to offer you the opportunity to ask questions, troubleshoot any technical issues, and receive support as needed. You will receive a calendar invitation with a Zoom link attached.

### **Individual 1x1s**

Develop with Dell Coaches are available for individual 1x1 Zoom meetings upon request. These meetings are designed to provide résumé coaching, practice interviewing, and general program support. If you need to meet with your coach, please send them an email with available dates and times and they will schedule a virtual meeting.

### **Live Events**

Live sessions with current Dell Sellers and Recruiters will also be scheduled. The live sessions let you hear directly from those who work in technical support. They provide insight and answer questions about what the job is really like. The live sessions provide an opportunity to speak directly with recruiters about résumé and interview expectations. They will provide information about the specific jobs, internships, and other opportunities available to those who complete the program.

## Curriculum

### Sales Program Overview

The Develop with Dell: Sales program is designed to help students develop sales skills to progress towards beginning their career journey in sales. The curriculum is divided into the following themes:

[Sales Program Overview | Dell Technologies Education Service](#)

### What Does IT (Information Technology) Sales Entail?

This is the first course in a series of courses designed to prepare you for a career in Sales. This course provides an overview of sales careers and how to prepare for those careers, while providing foundational professional skills and the basics of an IT sales campaign. This course is aimed at people interested in starting a career in IT Sales. Learners are not required to have prior sales or technical experience. This course is recommended for students who are beginning their career journey or transitioning to a different career.

### Learning Objectives

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

- Communicate relevant information about their background, education, skills, and experience in a concise format.
- Identify and describe behaviors associated with the NACE Career Readiness Competencies
- Analyze sales job posting requirements and the ways in which the learners' experience aligns to each.
- Summarize typical tasks required in entry-level sales roles.
- Identify ways to demonstrate active listening.
- Identify and apply principles of professional communication.
- Identify and demonstrate effective strategies for qualifying opportunities.
- Describe the sequence and significance of each stage of the sales process.
- Use knowledge of buyer types and motivations to craft probing questions appropriate for each buyer type.

### Setting Up Your Sale

This course is designed to provide you with the key ingredients needed to set up your IT sale. You will learn strategies for researching the needs of your customers, establishing credibility, and building rapport. This course is aimed at people interested in starting a career in IT Sales, so learners are not required to have prior sales or technical experience. This course is recommended for students looking to begin their career and those looking for a career change or transition.

### Learning Objectives

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

- Describe the importance of regular customer research Identify the various sources of information involved in customer research.
- Identify the factors that are key for establishing credibility & trust with customers (and what happens without it) Adopt a mindset of building trust with customers.
- Identify the five key areas for establishing rapport.
- Identify strategies for compelling insights to the right contact within the customer organization.
- Describe the benefits of As a Service model.
- Describe the reasons that digital transformation is important to organizations.
- Describe key data center technologies.
- Describe the relationship between software and external hardware in the functioning of a computer.
- Identify the key components of a computer.
- Discuss, understand, and practice probing and drill-down questioning to uncover further important customer information.

## **Selling with Confidence**

This course is designed to give the learner the confidence to complete the sale by providing business value, while teaching the ins and outs of overcoming objections and going for the close. This course is aimed at people interested in starting a career in IT Sales, so learners are not required to have prior sales or technical experience. This course is recommended for students looking to begin their career and those looking for a career change or transition.

### **Learning Objectives**

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

- Communicate the ways that a proposed solution will deliver business value.
- Evaluate the relationship between value propositions and buyer motivations.
- Identify the four key components of a value proposition.
- Identify common types of customer objections.
- Use three step approach (acknowledge, understand, respond) to address customer issues.
- Build and deliver a value proposition to secure customer commitment.
- Identify best practices for keeping control of the call.

### **RNMKRS**

Students receive access to an app enabling role play sales interactions with a virtual, artificially intelligent, customer bot. Students can complete an unlimited number of practice role plays to prepare for the RNMKRS Sales Competition in the RNMKRS app on their phone. This provides practical application of the knowledge and skills of the sales process through real-time feedback and coaching along with a scoring dashboard that identifies areas for continued practice and improvement.

Speed Sell is another app by RNMKRS that allows students to develop their elevator pitch. Students use the Pitch Perfector to discover and develop their story, practice their pitch with the bot...in an elevator! Students receive feedback as they work to successfully reach the Top Floor with their pitch.