



Software Sales

Power Your Life





8 Steps to Success

- 1.) Google what a Sales Development Representative (SDR) & Business Development Representative (BDR) do
- 2.) Review lists like Forbes Cloud 100 & Best Companies to Work for Boston
- 3.) Take a free online sales course
- 4.) Create a LinkedIn Account
- 5.) Listen to a Sales Podcast
- 6.) Read a book on Sales
- 7.) Update/Create your resume
- 8.) Apply via Referral



Step 1 & 2 | Google Job & Companies

- Spend 1 - 2 hours researching what an SDR/BDR will do
- Try to understand what a day in the life looks like
- Google /ChatGPT “What does an SDR do?”
- Start researching companies you have an interest in applying to
 - Some will require you to be in person, some won't
 - Key is to become excited about the future
 - Places to look
 - By funding ([crunchbase.com](https://www.crunchbase.com))
 - Search Forbes Cloud 100
- Shoot high in this stage



Step 3 & 4 | Online Course & LinkedIn

- Take an online course
 - This is to boost your resume more than anything else
 - Just take a free course
 - <https://academy.hubspot.com/certification-overview>
 - <https://skillscout.com/online-sales-training-courses/>
 - https://app.hubspot.com/signup-hubspot/academy?hubs_signup-url=academy.hubspot.com%2Fcertification-overview&lang=en&intent=academyTrack&track=12&uuid=f9f78d2c-2720-4267-9126-0b3fae6d68ba&step=landing_page
- Create/Update your LinkedIn
 - Add a Headshot
 - Add the sales course you complete in the certifications section
 - Start to add connections that already work as an SDR or tech sales role (you don't need to know them personally)
 - Have someone write a recommendation for you could be previous employer or professor
 - Post when possible
 - Watch this for more detail on how to create your LinkedIn profile: <https://www.youtube.com/watch?v=DHc6Q6cO6bl>
 - Examples of "good" LinkedIn's
 - <https://www.linkedin.com/in/frankynassivera/>
 - <https://www.linkedin.com/in/nickbennett1/>
 - <https://www.linkedin.com/in/fouadab/>



Step 5 & 6 | Listen & Read

- Listen to a sales Podcast of your choosing | It just need to be one episode so you can talk about it in your interview
- Examples:
 - The Salesman Podcast
 - The Advanced Selling Podcast
- Read a Sales Book (You only need to read 1)
- Examples:
 - Sales Development by Cory Bray & Hilmmon Sorrey
 - The Challenger Sale
 - Spin Selling
 - The Lost Art of CLOsing by Anthony Iannarino

Step 7: Resume

- Make sure the resume is referencing the books you read, podcast you've listened to, & the online course you've completed



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Profile:

Recent graduate desiring to relocate for Procore. Excellent communication skills, and a strong desire to sell construction management software. Excited to engage with prospects on the phone. Ask me about how I received the nickname, "Curious Frank." Currently reading *The Challenger Sale*.

Organizations:

- National College Athlete Honor Society (May 2018)
- Men's Collegiate Varsity Wrestling (September 2014 - May 2018)
- Leadership Academy (January 2014 - May 2018)

Expertise:

GRIT	=====
Creativity	=====
Teamwork	=====
Social Media	=====
Kindness	=====

Experience

HubSpot Academy • Online

July 2018

- Achieved an Inbound Certificate for sales through HubSpot Academy's online course.
- Educated on teaching, tailoring, and taking control of the sales process.

Immersion Semester Program • California and Oregon

February - May 2018

- 77-day leadership course affiliated with Outward Bound and Ithaca College.
- Lead teams consisting of 8-12 individuals through treacherous terrain, strenuous physical circumstances, and mental challenges.
- Core values of Excellence, Integrity, Leadership, Planning & Logistics, Inclusion & Diversity, and Risk Management.

Gene Mill's Pin2Win Wrestling Camp • Forksville, PA

July 2014, 2016, 2018

- Networked with World Place Finishers, Olympians, and NCAA place finishers.
- Coached, mentored, and educated junior staff members and campers.

Cutting Edge Group, LLC • Lake George, NY

May - August 2015

- Received OSHA 10 certification.
- Worked as a laborer for a general contractor.
- Helped with RFI's, submittals and scheduling.

Education

Ithaca College • Ithaca, NY

2014 - 2018

Bachelor of Arts in Politics, *Cum Laude*, Cumulative GPA 3.63/4.00 Senior Year GPA 3.95/4.00



Step 8: Apply

- You don't want to apply though a job add
- Reach out to people on LinkedIn who work at the company you want to work at. Add them via a connection request & include the following message:
 - Hello. I'm applying to the open SDR role at your company. I understand that there can be hundreds of applicants in this market & that a referral can help expedite the interview process. Any idea what the best way to apply is?
 - If they don't reply within 3 days move on to the next referral
- You can optionally buy LinkedIn Sales Nav to help with this & they do have a 1 month free trial
 - This can help you find identify contacts to ask for a referral
- People usually get paid for referrals they will help you!



On Track Earnings for Roles

SDR/BDR: \$50k - \$100K

SDR/BDR Manager: \$110k - 160K

Account Executive (AE): \$100K - \$250K+

Account Manager (AM): \$100K - \$170K

Customer Success Manager (CSM): \$70K - \$140K

Solution Engineer (SE): \$70k - \$160K

Base Pay: This is your hourly wage

Commission: This is paid out based on hitting your sales goals

Equity: This is given on a vest period (typically 4 years)

Benefits: Many companies have great healthcare & benefits like unlimited PTO