# DRAFT NEW TRADE

<u>TECHNICAL SALES REPRESENTATIVE (INFORMATION TECHNOLOGY)</u>
(Competency-Based)

<u>APPENDIX A</u>

O*NET CODE 41-4011.00

**Competency/performance-based apprenticeship occupations are premised on attainment of demonstrated, observable and measurable competencies in lieu of meeting time-based work experience and on-the-job learning requirements. In competency/performance-based occupations apprentices may accelerate the rate of competency achievement or take additional time beyond the approximate time of completion.**

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job training.

<u>WORK PROCESSES</u>

A. <u>Workplace Orientation</u>
   1. Describe workplace organizational structure.
   2. Describe workplace policies and procedures.
   3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and workplace behavior.

B. <u>Product Knowledge</u>
   1. Learn company history and mission.
   2. Acquire and demonstrate familiarity with company product(s).
   3. Understand and explain the structure of technical sales department and its relationship to the company business model/plan, etc.
   4. Develop a thorough understanding of products to be sold, including but not limited to understanding how the products will support customers' business needs.
   5. Demonstrate understanding of product(s) by making presentations to sales management.
   6. Prepare research proposal content to support customer business requirements for Product Cost Evaluation.

C. <u>Product Marketing</u>
   1. Become familiar with marketing material.
   2. Attend events and exhibitions and market products to attendees.

3. Acquire familiarity with marketing strategies and best practices related to current industry trends across multiple modalities of communications, both print and digital.
4. Develop marketing material for products (where applicable).

D. <u>Sales Fundamentals</u>
1. Learn, describe, and employ techniques for identifying prospective customers.
2. Determine and plot out possible sales pipelines.
3. Learn and utilize techniques for contacting sales prospects, including but not limited to, LinkedIn Sales Navigator, Salesforce platform resources, email campaign tools, internet research platforms and tools.
4. Identify and use strategies to aid in prospect and territory management.
5. Demonstrate effective correspondence skills using media, such as email, telephone, social media, etc.
6. Develop a sales agenda, including but not limited to:  introductions, company overview, product overview.
7. Demonstrate ability to listen to customers' questions, and ask questions to elicit Information which can help identify customers' needs.
8. Present product as a solution to prospective customers' need(s); describe features and benefits.
9. Demonstrate ability to represent the company and present products for sale using various techniques, such as:  whiteboard techniques, flip charts, brochures, and online communication platforms.

E. <u>Completing the Sale</u>
1. Identify, prepare for, and demonstrate ability to deal with and overcome objections from potential customers, using skills such as psychological safety, and neuro-marketing strategies.
2. Perform the steps to "close the sale".
3. Manage opportunity to close in customer relationship management software.

F. <u>Client Retention and Relationship-Building</u>
1. Track product usage by customer(s).
2. Learn and use techniques to develop mutually beneficial client relationships.
3. Identify ways to capitalize on customer relationships:  e.g., up-selling, cross-selling.
4. Demonstrate client maintenance using software applications, reporting, project management programs, etc.

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| --- | --- |
| Total Approximate Hours | 1000-2000 |

**Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated**

**a competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.**

*Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to* [https://www.labor.ny.gov/workerprotection/publicwork/PW_faq1.shtm](https://www.labor.ny.gov/workerprotection/publicwork/PW_faq1.shtm)

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## APPENDIX B

## RELATED INSTRUCTION

Safety and the Workplace
Basic Workplace Safety (where applicable)
Sexual Harassment Prevention Training – MUST comply with section 201-g of the
      Labor Law


Trade Skills and Theory
Computer Concepts: Terminology, Infrastructure, Applications, Software,
      Software Development, Security
Foundational knowledge of: Web Browsers, File Explorer, Application Installation,
      Application Management
Productivity Software
Networking Concepts
Foundations in Cybersecurity
Foundations in Internet research
Sales Training: including topics such as Customer Relationship Management
      Applications; Business Ethics, Solutions Selling, Sales Cycle Process,
      Sales Research Product Cost Evaluation
Interpersonal Communication:
Sales Fundamentals: Presentation Skills, Marketing, One-On-One Meetings,
      Group Meetings, Virtual Sales Meetings, Exhibitions and Vendor Fairs,
      Developing Sales Leads and Potential Customer Lists


Additional Topics As Necessary


Competency Assessment
Test Preparation
Written/Practical Proficiency Examination(s)

**At least 144 hours of Related Instruction must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.**