

SALES CAREER PROGRAM – BDA (12 WEEKS)

Week 1: Introduction to Sales & BDA Role

Week 2: Business Communication for Sales

Week 3: Product & Market Understanding

Week 4: Lead Generation (Inbound & Outbound)

Week 5: Cold Calling & Email Outreach

Week 6: Sales Pitching & Presentation Skills

Week 7: CRM for Sales & Pipeline Management

Week 8: Negotiation & Closing Techniques

Week 9: Customer Relationship Management

Week 10: Sales Metrics, Targets & KPIs

Week 11: Sales Interview Preparation & Mock Calls

Week 12: Job Readiness & Real-Time Sales Scenarios