

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