



# TECH-SALES SPRINT



**A 3 weeks Tech  
SALES Certificate Program**





With the Right Training ,  
product and mindset,

**Any One  
Can Sell...**

And keep selling

T O L U L O P E R U T H





# MEET THE COACH





Tolulope Ruth is a Growth Specialist with 10+ years experience specialising in Sales, Learning & Development, Instructional (course) Design, Public Speaking, Sales Training, Business Development and Project management

Since 2020, she has trained over 5,000 Real Estate Sales Associates and created over 20 courses. In her personal Real Estate Portfolio, she closes Real Estate deals in Excess of 3B annually and has trained teams to exceed targets in excess of 50B Annually.

Currently, she is the Managing Partner at InterMarc Consulting - an integrated consulting firm with a focus on digital financial services, project management, training and audit.

She holds a BSC Degree in Chemistry (OOU), A Business Diploma from the Lagos Business School and Harvard Business School. She is also an Associate Professional in Talent Development certified by the Association of Talent Development, U.S.A

As a Learning & Development specialist, her focus is on facilitating growth and creating learning experiences that drive superior performance among Sales professionals. She also assists thought leaders and Organisations to create and design L&D systems that inspire true learning & growth in their people.

Beyond her work in the L&D Sector, she has a keen business mind. Prior to her work with InterMarc, she worked with Landwey Investment as Head of Business & Faculty Director. She also worked with Dangote Foundation as a Business Consultant.

Her professional Journey is punctuated by the work she has done as a Business Development specialist across several industries (IT, Real Estate, Hospitality, Construction, Non Profit, FMCG)



**Tolulope Ruth** APTD

GROWTH SPECIALIST, SALES COACH &  
PLATINUM REALTOR



# THE MASTERCLASS



# THE TECH SALES SPRINT



**The Tech Sales Sprint certificate program** is not just another training program, it is a strategic investment guaranteed to unlock a new level of performance within your sales force. Crafted specially for Sales professionals operating within the different touch points in the technology industry, the The Tech Sales Sprint Certificate Program is designed to equip its audience with the right skills, strategies, and insights necessary to drive performance and exceed sales targets.

The program designed by Tolulope Ruth, a Business and Growth expert addresses all the critical pain-points of your salesforce and is customized to meet the unique demands of the Tech Sales sector. From selling, mastering effective negotiation tactics, closing deals, and managing customer relationships to harnessing the latest technological advancements, each course will energize, upskill, empower and transform your salesforce.

The value that this program brings is not just in the incise knowledge it imparts but in the particle application it promises. Your salesforce will emerge equipped with actionable insights, refined skills, and a renewed vigor to surpass their sales targets and drive growth within your organization.

# Learning Outcomes

Upon completion of this course, participants will be able to:

- Gain a comprehensive understanding of the technology sector and develop the ability to identify and capitalize on emerging opportunities within the tech industry.
- Learn about various tech products and services, enabling you to sell a wide range of solutions.
- Develop effective communication and negotiation skills tailored to the tech industry.
- Master advanced sales techniques tailored to the tech industry to better meet client needs and close deals.
- Improve your ability to build rapport, handle objections, and close deals effectively.
- Create and execute digital marketing campaigns that effectively promote tech products and services.
- Utilize SEO, content marketing, and social media strategies to enhance brand visibility and generate leads. Develop entrepreneurial thinking skills, enabling you to innovate and adapt in a rapidly changing industry





**WHO SHOULD ATTEND ?**





# Target Audience

- **Aspiring Sales Professionals**
- **Sales Representatives**
- **Sales Professionals**
- **Entrepreneurs and Startup Founders**
- **Marketing Professionals**
- **Business Development Executives**
- **Tech Sales Enthusiasts**
- **Corporate Sales Teams**





# Program



9am – 11:30am	Session 1
11:30am – 12:00pm	Tea Break
12pm- 2pm	Session 2
2pm – 2:30pm	Extra curricular Activities
2:30pm – 4:30pm	Session 3

# Program Synopsis



**3 Weeks**



**8 Courses**



**Onsite/In Person**



**N400,000**

PER PARTICIPANT

Course fees are subject to negotiation  
for team bookings with more than 10 participants



# Course Outlines



## Course Codes

Sales 201 : Sales Fundamentals

Sales 202 : Introduction to Tech Sales

Sales 203 : Tech Product and Industry Insight

Sales 204: Lead Generation Techniques

Sales 205: B2B Sales

Marketing 101 – Product Marketing

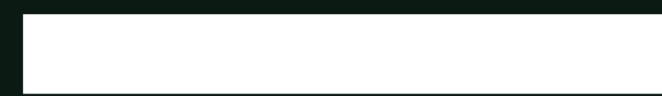
Marketing 202 : Growth Marketing

Entrepreneurial Mindset





# WHAT'S IN THE BOX?





Week 1	Course	Moudles	Description
Tuesday	<b>Sales 101 (Sales Fundamentals)</b>	Introduction to Sales: Basics, Concepts, and Principles Effective Communication Skills for Sales, Professionals Sales Process Overview Building rapport and Trust with clients	A crash course that serves as Beginner's guide to Sales
Wednesday	<b>Sales 202 : Introduction to Tech Sale</b>	Overview of the Tech Sales Landscape ANOCS Sales Think Thank Understanding the sales role in tech companies Sales Presentation Skills	This course provides an overview of the tech industry and the role of sales professionals within it. It covers the fundamentals of the sales process and its importance in driving revenue for tech companies
Thursday	<b>Sales 203 : Tech Product and Industry Insight</b>	Hardware: trends, features, benefits, and competitive advantages Software: trends, features, benefits, and competitive advantages Identifying target markets Understanding customer needs and pain point	This course focuses on developing a deep understanding and different types of tech products, including hardware, software being sold. It covers the features, benefits, and value proposition of the offerings.



Week 2	Course	Moudles	Description
Tuesday	<b>Sales 204: Lead Generation Techniques</b>	Lead Generation Funnel Management Effective Lead Generation Methods	This is a comprehensive course designed to equip sales professionals with the essential strategies and methodologies for generating high-quality leads.
Wednesday	<b>Sales 205: B2B Sales</b>	Account Management Negotiation Strategies Closing Sales Closing Methodologie	This course covers the principles of account management and strategies for building long-term customer relationships including upselling, cross-selling, and customer retention strategies.
Thursday	<b>Marketing 101 – Product Marketin</b>	Marketing Concepts and Strategies Market Analysis and Segmentation Product Positioning and Branding Digital Marketing for Tech Sales Content Marketing and Social Media Strategies	This course covers digital marketing techniques that are essential for tech sales professionals. It focuses on how to create and implement effective digital marketing strategies to support sales efforts.



Week 3	Course	Moudles	Description
Tuesday	<b>Marketing 202 : Growth Marketing</b>	Introduction to growth marketing Customer acquisition strategies Conversion rate optimization techniques Retention and customer loyalty programs	This course is tailored to equip sales professionals with the knowledge and skills needed to leverage growth marketing strategies effectively.
Wednesday	<b>Entrepreneurial Mindset</b>	Building a Personal Brand in Tech Sales Customer Relationship Management Emotional intelligence for Sales	This course equips tech sales professionals and entrepreneurs with the strategies and mindset needed for success in the fast-paced tech sales environment.



**Deliverables**



Items	Description
Well Developed Course Content	Customized
Facilitators	Certified & Experienced
Learning Facility	To be determined
Refreshments	To be determined
Learning Materials	Branded (Notepad, IDcards, Pen)
Graduation Paraphernalia	Certificate+ Scroll



**Assessment Plan**

Score Criteria		
Exams	➤	40%
Projects	➤	30%
Assignments	➤	20%
Attendance	➤	10%



**Certification:**

Only Participants who successfully complete the program and score a minimum 70% will receive the Re- Emergence Certificate

# Feedback Gallery



10:08 am  
~ Joshua Odafe Real Est... +234 810 334 2147  
Let talk about money 10:08 am  
I wish this ACADEMY never ends  
Who's sharing my thoughts ?? 😊😊 10:09 am

You are such an awesome human. Your personality is profound, endearing and your results are exceptional. You exude so much confidence with an aura of influence.

Your intelligence, competence, diction and command of words has placed you on a pedigree of superior performance.

~ SANDSTONE REALTOR... +234 815 814 6263  
Great and impactful learning.. Coach Tolu Hassan , you're awesome 🙌 . You made learning enjoyable and if there wasn't a time I'll probably be listening to you for hours .  
Too much wisdom in one person , thank you for being you 🙌❤️ 5:08 pm

4:33 pm  
~ misymecy +234 901 969 6079  
Today's class was really impactful. Thanks to Coach Tolu, who made it really interactive and thanks to Alvin grey who gave us the platform 🙌 4:34 pm

~ Andrey's Home +234 708 544 9322

**What Previous Students had to say about the Trainer and the Course**

# Feedback Gallery



# Get In Touch

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