



SalesCamp Program Breakdown

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Salescamp Program Breakdown

TYPES OF TIME COMMITMENT ACTIVITIES

- **Live instruction:** During these periods, the cohort comes together at a fixed time in the schedule. Our facilitators Matt Pomeroy and Kris Kinnoch leads these sessions.
- **Working Sessions:** Within a designated time frame, you will meet with your assigned groups, partners or coach for a working session to complete tasks assigned by your facilitator or coach. Groups and partners are expected to connect to set up times that work for them during the designated time frame. Participants will be connected with their coaches again during the structured support period to set up their sessions.
- **Independent Work:** This covers the independent work that you will be required to complete to prepare for sessions and complete assignments. We have provided a suggested estimate of the time. Some participants may spend more time completing assigned work than suggested.

PROGRAMMING PERIODS

PRE-EXPERIENCE

OBJECTIVES AND EXPECTATIONS

The primary objectives are refining participants' job search toolkit (resume & LinkedIn), building rapport within the cohort and setting expectations for our work in the program. With an updated toolkit, participants can engage more effectively in the structured job search period and capitalize on the momentum and industry connections made during the core experience.

The pre-program period is one week. It has a blend of different time commitment activities with a strong emphasis on independent work and working sessions with some live instruction. This dynamic blend of activities has been designed to have a more flexible schedule. All working sessions and independent sessions must be completed within the communicated timeframe. However, when the time frame is open to participants to schedule what best works for them and their partners/groups. The completion of all assigned activities is mandatory for participants to start the core experience.

SCHEDULE

Date	Topic Highlights	Live Instruction	Working Session	Independent Work
Tuesday May 23	Program Kick-off Accountability Partnership Meeting	Kick-off: 10:00 am - 12:00 pm	1 - hour and 15 minutes	N/A
Wednesday May 24	Refining your job search toolkit: Resume	N/A	2 - hour	N/A
Thursday May 25	Building Rapport Resume submissions	Depending on individual schedule: <ul style="list-style-type: none"> • *Coach Meeting 1- hour • **1-1 Meeting with Facilitator and Participant Success Lead 15 minutes 	15 minutes	2 - hour
Friday May 26	Building Rapport Refining your job search toolkit: LinkedIn	Depending on individual schedule: <ul style="list-style-type: none"> *Coach Meeting 1- hour **1-1 Meeting with Facilitator and Participant Success Lead 15 minutes 	2 - hour	

SCHEDULING NOTES	*Coaching Session: Participants will be provided with a selection of times to meet their coach for 1 during the first week. The initial coaching session will focus on building rapport with your coach and refining your resume.
	**1-1 with Facilitator and Participants Success Lead Participants will be provided with a selection of times to meet with the Facilitator and Participant Success Lead for 15 minutes between Wednesday - Friday morning.



CORE EXPERIENCE

OBJECTIVES AND EXPECTATIONS

This program builds on participants' previous experience to introduce them to in-demand B2B tech sales skills, and supports participants in securing a job offer for a sales role. During the 5-day core experience, participants will focus on four pillars of the course: sales foundations, personal discovery, professional skills, job readiness and receive professional sales coaching. Activities include learning laboratories, reflections, and sales challenges. Participants will have the opportunity to build industry connections through meaningful interactions with industry professionals.

During the core experience, all programming is live instruction with some independent work (approx. a 1-hour daily) required outside of the scheduled 9:15 a.m - 5:00 p.m course schedule.

SCHEDULE

Date	Time	Daily Highlights	Independent Work
Monday May 29	Programming is live instruction from 9:15 a.m - 5:00 p.m	Conversation Stack Setting up your 60-day Plan Industry Panel	1 - hour
Tuesday May 30	Typically, there is one 15 minutes break in the morning,	Connectivity Scripts Showcase Q&A with Industry Leaders	1 - hour

Wednesday May 31	lunch from 12:00 -12:55, and an additional 15 minutes break in the afternoon.	Consultative Selling Industry Panel	1 - hour
Thursday June 1		Objection Handling	1 - hour
Friday June 2		Showcase	1 - hour

STRUCTURED JOB SEARCH SUPPORT

OBJECTIVES AND EXPECTATIONS

Throughout the 4 weeks of structured job search support, participants transition from the learning context to the active job search. SalesCamp provides weekly programming to augment participants' independent job search activities. During this period, participants will gain the tools they need to continue as empowered job seekers. Leveraging their 60-day plan created in the program, participants will work towards making their transition into a B2B tech sales role. Programming includes workshops to address topics such as networking, accessing the hidden job market and salary negotiations. During campaign days, participants leverage their new skills to connect with job leads with structured support. Participants will complete weekly check-ins with their accountability partners and Palette Skills staff to support the job search process as well as meet with their coaches 1-1 to receive additional tailored support.

SCHEDULE

Week 1		
Day or Time Frame	Time Commitment	Programming
Monday June 5	12:00 pm - 1:30 pm	Workshop Series
Wednesday June 7	1:00 pm - 3:00 pm	Campaign Day
Thursday June 8	1:00 pm - 3:00 pm	Campaign Day
Flexible Schedule: Time to be determined between coach and participant.	1 - hour	Coaching Session
Participant Success Lead will connect via phone near the end of the week to check in with participants.	15 minutes	Connect: Participant Success Lead (Phone)
Participant Success Lead will connect via email from early to mid-week to check in with the participant.	15 minutes	Connect: Participant Success Lead (Email)
Week 2		
Day or Time Frame	Time Commitment	Programming
Wednesday June 14	12:00 pm - 1:30 pm	Workshop Series

Week 2		
Thursday June 15	1:00 pm - 2:00 pm	Campaign Day
Flexible Schedule: Time to be determined between coach and participant.	1 - hour	Coaching Session
Participant Success Lead will connect via phone near the end of the week to check in with participants.	15 minutes	Connect: Participant Success Lead (Phone)
Participant Success Lead will connect via email from early to mid-week to check in with the participant.	15 minutes	Connect: Participant Success Lead (Email)
Week 3		
Day or Time Frame	Time Commitment	Programming
Tuesday June 20	12:00 pm -1:30 pm	Workshop Series
Thursday June 22	1:00 pm - 3:00 pm	Campaign Day
Participant Success Lead will connect via phone mid week to check in with participants.	15 minutes	Connect: Participant Success Lead (Phone)
Flexible Schedule: Time to be determined between coach and participant	1 - hour	Coaching Session

Week 4		
Day or Time Frame	Time Commitment	Programming
Tuesday June 27	12:00 pm - 1:30 pm	SalesCamp Workshop Series
Friday June 30	3:00 pm - 4:00 pm	Graduation
Friday	Participant Success Lead will connect via email from mid-to-end of the week check in with the participant.	Connect: Participant Success Lead (Email)

