



# 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 program facilitators and trainers lead 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      |
|--------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|
| Monday<br>Jan 30   | Program Kick-off                                                  | Kick-off: 10:00 am -12:00 pm                                                                                                                                                                  | 1-hour and 15 minutes | N/A                   |
| Tuesday<br>Jan 31  | Refining your job search toolkit:<br>Resume                       | N/A                                                                                                                                                                                           | 2-hour                | N/A                   |
| Wednesday<br>Feb 1 | Building Rapport<br>Resume submissions                            | Depending on individual schedule <ul style="list-style-type: none"> <li>• *Coach Meeting 1 -hour</li> <li>• **1-1 Meeting with Facilitator and Participant Success Lead 15 minutes</li> </ul> | 15 minutes            | 2-hours               |
| Thursday<br>Feb 2  | Building Rapport<br>Refining your job search toolkit:<br>Linkedin | Depending on individual schedule <ul style="list-style-type: none"> <li>• *Coach Meeting 1 -hour</li> <li>• **1-1 Meeting with Facilitator and Participant Success Lead 15 minutes</li> </ul> | 2-hours               |                       |
| Friday<br>Feb 3    | Linkedin Submission<br>Setting up for next week                   | N/A                                                                                                                                                                                           | 1 hour and 15 minutes | 1-hour and 30 minutes |

## 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 am-5:00 pm course schedule.

### SCHEDULE

| Date             | Time                                                               | Daily Highlights                                                    | Independent Work |
|------------------|--------------------------------------------------------------------|---------------------------------------------------------------------|------------------|
| Monday<br>Feb 6  | Programming is live instruction from <b>9:15 am -5:00 pm.</b>      | Conversation Stack<br>Setting up your 60-day Plan<br>Industry Panel | 1-hour           |
| Tuesday<br>Feb 7 | Typically, there is one fifteen-minute break in the morning, lunch | Connectivity Scripts<br>Showcase Q&A with Industry Leaders          | 1-hour           |

|                    |                                                                                     |                                        |        |
|--------------------|-------------------------------------------------------------------------------------|----------------------------------------|--------|
| Wednesday<br>Feb 8 | from 12:00-12:55,<br>and an additional<br>fifteen-minute break<br>in the afternoon. | Consultative Selling<br>Industry Panel | 1-hour |
| Thursday<br>Feb 9  |                                                                                     | Objection Handling                     | 1-hour |
| Friday<br>Feb 10   |                                                                                     | 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 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<br>Feb 13                                                                                         | 12:00 pm -1:30 pm | Workshop Series                           |
| Wednesday<br>Feb 15                                                                                      | 1:00 pm -3:00 pm  | Campaign Day                              |
| Thursday<br>Feb 16                                                                                       | 1:00 pm -3:00 pm  | Networking Event                          |
| 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<br>Feb 22                                                                                      | 12:00 pm -1:30 pm | Workshop Series                           |
| Thursday                                                                                                 | 1:00 pm - 3:00 pm | Campaign Day                              |

| Feb 23                                                                                                   |                   |                                           |
|----------------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------|
| 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<br>March 7                                                                                       | 12:00 pm -1:30 pm | Workshop Series                           |
| Thursday<br>March 9                                                                                      | 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<br>March 14                                                                                      | 12:00 pm -1:30 pm | SalesCamp Workshop Series                 |



|                    |                                                                                                            |                                           |
|--------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| Friday<br>March 17 | 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) |

