



Institute of Innovation  
& Technology

Jolt

# ENTER

Tech Sales + Customer  
Success & Support

**\*6377**

[int-college.co.il](http://int-college.co.il)



## **ENTER**

### **Tech Sales (SDR) + Customer Success & Support**

---

Are you eager to break into the high-tech industry but lack a technical background? Do you prefer working with people over software and coding?

Our “ENTER” course in high-tech business administration offers a unique gateway to securing your first job in the business sectors of the high-tech world. This course not only equips you with essential business skills but also provides foundational knowledge in two key high-tech roles.

We offer specialized tracks that blend two distinct yet complementary content areas. This approach encourages participants to broaden their knowledge and skills on dual levels. Under this course, there are specialization tracks, a combination of two worlds of content parallel yet different.

Our goal is to prepare you for entry-level positions in the high-tech sector. Initially, you may start in Customer Service or Sales Development Representative (SDR) roles. These positions are stepping stones, offering opportunities for career progression, potentially leading to roles such as Customer Success Manager.

#### **Customer Success and Service Manager Specialization**

This role is key in ensuring the satisfaction of business customers and encouraging their use of the products offered by the company in the high-tech market. Your primary goal will be to reduce customer churn and enhance customer retention, thereby increasing the company's long-term revenue from these customers (Lifetime Value, or LTV).

Customer Success (CS) and customer service teams are typically found in B2B companies with significant business clientele. Managing these relationships is crucial to prevent losing these valuable customers. In this course, we also extend our focus to the role of Customer Service, which is vital for supporting customers post-sale, addressing challenges, and solving problems effectively.

---

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.

## **SDR- Sales Development Representative Specialization**

This role has become crucial for the growth of startups and tech companies in the high-tech industry. The key to success as an SDR lies in creating impactful deals and partnerships, even with limited resources. The main responsibility of Sales Development Representatives (SDRs) in startups and tech companies in Israel is to identify and map potential customers. This rich role focuses on attracting the attention of potential customers to the company's product or service, aiming to spark their interest.



## Why register for the joint track of JOLT and INT?

---



### **The learning model**

JOLT and INT's educational model focuses on active learning, blending practical application with knowledge acquisition. This approach develops critical thinking, enabling students to tackle real-world challenges effectively. Engaging directly in problem-solving, students gain a deeper, hands-on understanding of their learning journey.



### **Dynamic learning**

Knowledge acquisition in our course is a blend of theoretical lectures and interactive activities, ensuring a deep understanding of the course material. You'll participate in practical exercises, simulations, and independent learning. This program allows you to master skills across various non-technical high-tech specializations, aligning with your



### **Industry-Focused Learning**

Our curriculum is project-based and designed to prepare students for real-world industry work. Project tasks are completed in small collaborative groups under the guidance of experienced lecturers.



### **Comprehensive Study Environment**

JOLT and INT offer students a supportive and effective learning environment, tailored to foster an optimal and practical educational experience.

---

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.



## Key Information

---

As a graduate of our high-tech program tailored for beginners and those new to the industry, you will gain a comprehensive understanding of the organizational structure of high-tech companies. The program is designed to familiarize you with the sales and service processes, introduce you to various tools for effective organizational communication, and equip you with the professional skills needed to navigate the tech industry. This foundation is crucial for securing your first job in high-tech, even without prior experience.

Our course structure is an integrated model, combining fundamental business concepts with essential tech knowledge. This core content is delivered throughout the course, providing a solid grounding in the business and tech worlds. Additionally, the students will specialize in both fields and thus increase the job offers they can access at the end of the course;

1. **Customer Success Management: Focusing on customer service and relations.**
2. **Sales Development Representative (SDR): Concentrating on technical sales skills.**

### **Program Duration**

130 Academic Hours.

---

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.

## **Ideal Candidates**

Career-oriented individuals aiming for entry-level positions in the high-tech industry such as Customer Success Manager, Customer Service Manager, or Sales Development Representative (SDR) in technology companies.

## **Prerequisites**

1. Proficiency in English: Essential for the course, which is conducted entirely in English, including professional content, presentations, and practical exercises.
2. Digital Literacy: Competence in digital tools and computer use is required.
3. Entrance Test: Applicants must pass a specific admission test.
4. Additional Qualifications: Having a bachelor's degree or experience in client-facing roles is advantageous but not mandatory.

# Course Syllabus Overview

In the renowned Enter module of JOLT and INT, you'll learn fundamental lessons for understanding key high-tech and startup terms, business operations, and the structure of high-tech company departments. The course also covers customer relationship management covering everything from transitioning clients from the sales department to managing quarterly meetings and annual contract renewals.

<b>Module 1</b>		<b>Introductions to Business Administration and the Business World</b>		<b>6 Hours</b>
Business relationship building			Customer and competitor analysis	
Startup economics and customer value metrics			Entrepreneurial presentation skills	
Google platform data analysis			Handling customer objections and conflicts	
<b>Module 2</b>		<b>Introductions to businesses in the hi-tech world</b>		<b>6 Hours</b>
Building business relationships			Navigating customer objections and conflicts	
Startup economics: understanding customer value metrics			CRM systems overview	
Data analysis with Google tools			Job interview preparation and resume building	
Researching customers and competitors			Enhancing your LinkedIn profile	
Entrepreneurial presentation skills			Capstone project and graduation presentations	

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.

Module 3 <b>High-tech Sales</b> <span style="float: right;">72 Hours</span> <b>Tech Sale, Sales Development Representative (SDR)</b>	
<p>In this module tailored for high-tech sales, you will acquire essential knowledge and skills for starting a career in this field. It includes a professional project that simulates real industry work. The curriculum covers everything from customer interaction theory and practice to building profiles, identifying potential customers, engaging with leads, and the stages of managing and closing sales. A significant focus is on learning to ask in-depth questions to understand the business objectives of prospective buyers.</p> <p>This unit is designed to prepare students for entry-level roles in the high-tech sector, typically starting as Junior SDRs. With time and experience, there's potential for advancement to roles in business development and partnerships.</p>	
Introduction to business in the high-tech world	Overview of sales teams and their roles- understanding common terminology
Introduction to the profession and position	Tech vs. traditional sales- analyzing differences
Assessing customer engagement and appeal	Techniques for researching and building customer profiles, including ICP structure, segment identification, and using LinkedIn for internal list-building
Cultivating successful business relationships	Strategies for assessing and nurturing relationships with potential customers
The sales journey: understanding its multifaceted stages	Tips for managing sales interactions across various channels and understanding the nuances of different communication mediums

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.

Module 4	<b>Customer Success Management and Customer Service</b> <b>Customer Success &amp; Customer Support</b>		46 Hours
<p>In this module, you will acquire essential knowledge and engage in a professional project simulating real-world tasks. We'll explore the customer's journey from post-sale to ongoing engagement, including onboarding and regular interactions like quarterly meetings. Emphasizing the importance of the customer journey, work plans, and retention milestones, the course also addresses support, customer service, and data analysis for identifying customer needs. Participants will learn to transform client goals into measurable achievements using Key Performance Indicators (KPIs), ultimately preparing them for the role of Customer Success Managers.</p>			
Introduction to customer success management and customer service	Developing Customer Health Model-metrics for customer service satisfaction		
Understanding and characterizing customer behavior at each stage of the Post-Sales Customer Lifecycle, including practical exercises	Introduction to technological tools in customer success management		
Customer journey: developing work plans and identifying key milestones (Building an EBR)	Crafting a management meeting: Executive Business Review (EBR)		
Learning the art of questioning is a fundamental technique for effectiveness in the role (Questioning Techniques)	Developing key performance indicators (KPI)		

The college periodically reviews and, at its discretion, may update aspects of its programs. This includes changes to the curriculum, study hours, faculty, and other elements. Please note that details provided in the college's informational materials are not binding commitments and are subject to change.



[int-college.co.il](http://int-college.co.il)

**\*6377**