



techventive.io
US Engineering Studio

Cohort enrolling now

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BUSINESS DEVELOPMENT BOOTCAMP

Business *Development*

6 weeks · Beginner+ to Intermediate · Live + recorded

A hands-on business development curriculum covering sales fundamentals, CRM mastery (Salesforce / HubSpot), lead generation, cold outreach, discovery calls, negotiation, account management, and the modern B2B / SaaS sales motion — delivered by senior US sales leaders who run real revenue teams.

10

CORE MODULES

35+

PRACTICAL SKILLS

5+

PROJECT TRACKS

1:1

CAREER SUPPORT

The *production stack* you'll master

Each tool taught with the workflows and failure modes practitioners actually meet on the job.

01

Salesforce
Enterprise CRM

02

HubSpot
Modern CRM

	03 Apollo.io Sales intelligence
	04 LinkedIn Sales Navigator Prospecting
	05 Outreach Sales engagement
	06 Gong Conversation intelligence
	07 Calendly Meeting scheduling
	08 Notion Sales playbooks
	09 Slack Team coordination
	10 Loom Async video outreach

Foundation *modules*

First half of the curriculum – core fundamentals and the most common day-to-day skills.

01 Sales Foundations What modern sales actually is, types of sales (BDR/SDR/AE/CSM), inbound vs. outbound, the sales funnel.
02 Buyer Psychology Why people buy, decision frameworks (Challenger, SPIN, MEDDIC), pain vs. gain, the buying committee.
03

Lead Generation & ICP

Defining ICP, Apollo / LinkedIn / Crunchbase prospecting, list building, lead scoring, intent signals.

04

Cold Outreach

Email writing that converts, sequence design (Outreach/Apollo), cold call frameworks, video outreach, response handling.

05

Discovery Calls

Pre-call research, agenda setting, BANT/MEDDIC qualification, asking great questions, taking control of the call.

Freshers

Land your first BDR/SDR role with a portfolio of cold-outreach work.

Career Switchers

Move into B2B/SaaS sales from any background — high uncapped earnings.

Founders

Learn sales so you can run your own pipeline before hiring a team.

Customer Success

Move from CSM into account management or sales engineering.

techventive.io · Your engineering career, supercharged.

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Advanced *modules*

Second half – production patterns, real-world operations, and the senior-level depth.

06

Demos & Proposals

Tailoring demos to discovered pain, handling objections live, deal proposals, mutual action plans.

07

Negotiation & Closing

Negotiation frameworks, common buyer tactics, discounting discipline, contract terms, signing momentum.

08

CRM Mastery

Salesforce + HubSpot pipeline hygiene, opportunity stages, activity tracking, forecasting, reporting.

09

Account Management & Expansion

Onboarding, QBRs, upsell/cross-sell, churn signals, customer health scores, NRR optimization.

Sales Operations & Stack

Modern sales tech stack, sales/marketing alignment, RevOps basics, SLA agreements, attribution.

Hands-on project outcomes

- Build a 200-lead prospecting list with Apollo and Sales Nav.
- Write a cold email sequence that hits 5%+ reply rate.
- Run a discovery call using the MEDDIC framework.
- Deliver a tailored product demo addressing discovered pain.
- Negotiate a deal close with proper discounting discipline.
- Master a Salesforce + HubSpot pipeline end-to-end.
- Build a quarterly business review (QBR) for an account.
- Forecast pipeline accurately using stage probabilities.

Course learnings

- Modern B2B/SaaS sales motion.
- Sales psychology and frameworks.
- Cold outreach that actually works.
- CRM mastery — Salesforce and HubSpot.
- The full sales tech stack.
- Account management and expansion.

Career readiness, *built in.*

techventive.io turns this curriculum into job-ready positioning — project explanation, résumé and LinkedIn rewrites, GitHub portfolio polish, technical interview preparation, and placement-focused guidance through to the offer letter.

Business Development Rep (BDR)

Sales Development Rep (SDR)

Account Executive (AE)

Account Manager

Customer Success Manager

Sales Engineer

Who can *apply*

Freshers, working professionals, managers, career switchers, and aspirants who want a practical, job-focused path.

Freshers

Career Switchers

Founders

Customer Success

Start your Business Development journey with techventive.io.

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