

OPENCLASSROOMS



Sales Development Representative

Build practical experience to manage leads, craft effective outreach, and support account executives in closing deals.



**Real-world
Projects**



Prerequisites
High school diploma or
equivalent



**Apprenticeship Training
Duration**
400 hours

**Bootcamp Training
Duration**
100 hours



**Assigned
Mentor**



**Certificate of Completion
of Apprenticeship**

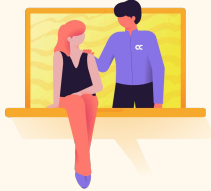
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OpenClassrooms

pedagogy and experience: the keys to your success



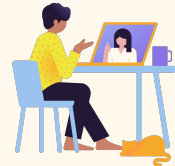
100% Online

Your online training is accessible from anywhere, anytime



Learn by doing

Put your knowledge into practice by using your new skills on real-world projects



A mentor to support you

Benefit from the support and advice of an expert in the field throughout your training to help you progress.

Gain the skills you need for future-proof tech jobs with an earn and learn program

1

Salary and training financed by a forward-thinking company, what can be better?

Earn and learn means zero cost and debt to you because it is all financed by a company. Receive a salary while you are training!

2

A flexible apprenticeship program: practical for you and your business.

Your contract can start at any time of the year. The program is flexible allowing for 3 or 4 days of on-the-job training with online training days that can be adapted.

3

Training that reflects the realities of your chosen profession.

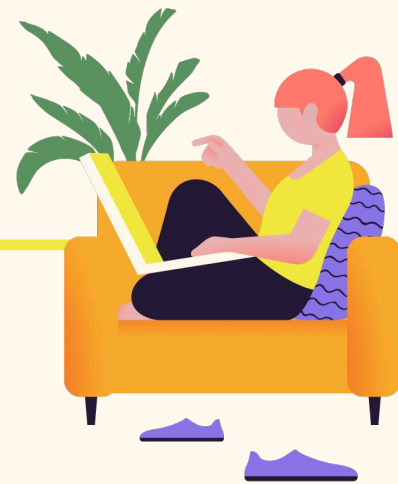
This program is registered with the U.S. Department of Labor, Office of Apprenticeship.

4

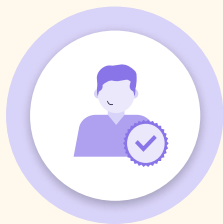
Online, but always supported.

Because training is never easy, you are supported by a mentor, who helps you progress. Our team of educational advisers is also there to support you at every stage of your journey.

Pursue a career as a Sales Development Representative



Build a solid foundation in outreach, CRM accuracy, and customer insight to thrive in a modern sales team.



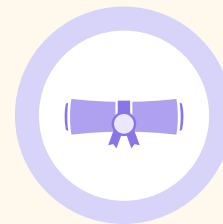
Intended for

Individuals interested in pursuing a career in sales development or those looking to strengthen their existing sales skills with a focus on lead generation, prospecting, and CRM management.



Duration

Full-time
12 month apprenticeship



Credential

Certificate of Completion of Apprenticeship

Granted by the Office of Apprenticeship or the State Apprenticeship Agency.

Target skills:

- Identify and engage potential customers using market research, prospecting tools, and personalized multichannel outreach.
- Uncover customer needs and recommend solutions using structured discovery conversations and questioning frameworks.
- Maintain accurate CRM data and optimize the sales pipeline by prioritizing high-value opportunities.
- Collaborate with account executives and marketing teams by sharing customer insights and supporting messaging and campaign strategies.

PREREQUISITES FOR APPRENTICESHIP ADMISSION

- High school diploma or equivalent.
 - Must be over 18 years of age or older and have the right to work in the U.S.
 - Basics of sales or business communication, prospecting and outreach principles, online research, and AI-assisted writing tools.
- Or have completed the following OpenClassrooms courses:

- [Create an Effective Email Campaign](#)
- [Manage Your Customer Relationships With CRM](#)

Or successful completion of OpenClassrooms' Pre-Apprenticeship Bootcamp "Sales Development Representative", or an equivalent preparatory training.

Tools, technologies and methodologies

LinkedIn
SALES NAVIGATOR

salesforce

Apollo

HubSpot

Outreach

GONG

Social selling

BANT

Pipeline stage tracking

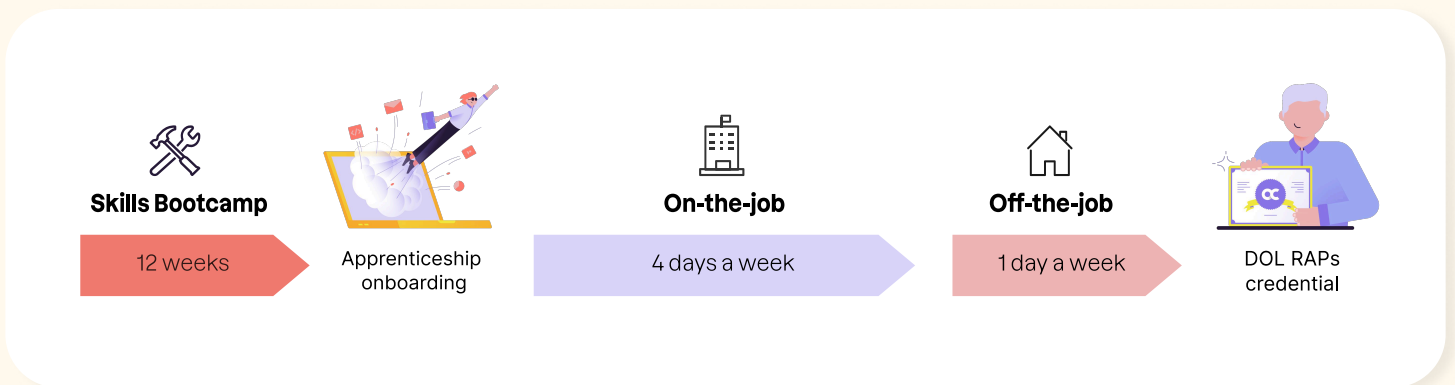
A/B Testing

ICP targeting methodology

5-touch sales sequence

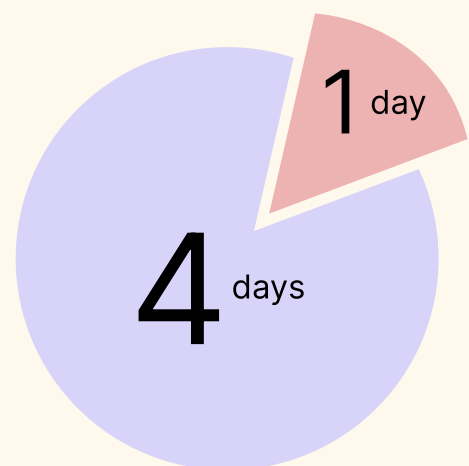
OpenClassrooms apprenticeship programs: a win/win solution

Diversify and create a sustainable talent pipeline to fill your digital skills gaps. Start apprentices in an optional 3-month pre-apprenticeship Skills Bootcamp to ensure they are prepared with the necessary skills needed for their 12-month apprenticeship.



Learn at the right pace

For four days per week the apprentice will be working on-the-job at your company and one day per week taking online project-based training with OpenClassrooms. You will both be supported by OpenClassrooms Success teams every step of the way.



In your company. On-the-job

- Onboard apprentices whenever you want
- The apprentice works on company assignments
- You provide guidance to the apprentice

At OpenClassrooms. Off-the-job

- The apprentice learns the core skills required for the job
- Project-based learning that is 100% online
- The apprentice gets one-on-one sessions with a mentor

Skills Bootcamp

3 month pre-apprenticeship training

Pre-apprenticeship programs benefit both apprentices and employers by ensuring apprentices are prepared for on-the-job training from day one. The bootcamp consists of 3 - 4 projects, focused on core skills.

Skills Bootcamp

PROJECT 1

~ 30h

Launch Your First Outbound Campaign

SCENARIO-BASED: Identify and reach out to prospects following the ICP provided to set up your first outbound campaign.

TARGET SKILLS

- Adopt a growth mindset.
- Understand the SDR role in a B2B sales team.
- Use AI to optimize email, call scripts, and presentations.

EXPECTED DELIVERABLES

- 5-step outbound sequence
- Short (1-minute) recording + transcript of role-play cold call
- 10 research contacts with ICP notes
- Practice with AI bot and with mentor during a debrief session
- Scenario-based project
- Final debrief with mentor

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

Fundamentals of SDR role

Cold-calling prospects

Using an ICP (provided)

Adopting a growth mindset

RECOMMENDED COURSES

- Course #1 - Develop a Service-Minded Attitude
- Course #2 - Communicate Using Digital Tools

PROJECT 2

~ 40h

Qualify Prospects and Discover Customer Needs

SCENARIO-BASED: Conduct discovery meetings to uncover customer needs, present tailored solutions, and practice communication and sales conversations through an AI-powered chatbot.

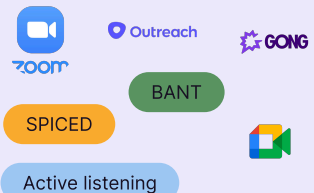
TARGET SKILLS

- Identify customers' pain points and link them to benefits of using products or services.
- Qualify prospects by asking discovery questions.
- Record and summarize calls.
- Promote a solution to a prospect during a live call.

EXPECTED DELIVERABLES

- Qualification notes (pain points, desired outcomes, solution).
- Role-play conversations (transcript or recorded conversation with AI).
- Handoff email draft for AE review with call summary and follow-up task.
- Guidance documents/demos.

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Speak in Public
- Course #2 - Create an Effective Email Campaign
- Course #3 - Discover the Sales Profession

Skills Bootcamp

PROJECT 3

~ 30h

Manage a Sales Pipeline with CRM Tools

SCENARIO-BASED: Strengthen your effectiveness as an SDR by running a complete sales sequence and maintaining accurate CRM records.

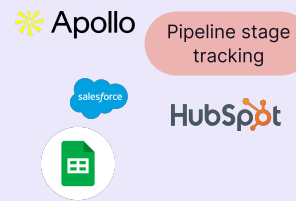
TARGET SKILLS

- Update lead statuses using CRM software.
- Verify accuracy of CRM entries.
- Create simple reports to follow a sales sequence.

EXPECTED DELIVERABLES

- Before/after screenshots showing updated CRM entries.
- Weekly pipeline summary report, including top learnings.
- Template + guidance docs provided.

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Manage Your Customer Relationships with CRM

Training Path

12 month apprenticeship program

Our apprenticeship programs combine hands-on training with 100% online learning. The apprenticeship program consists of 6 - 8 projects, focused on acquiring core skills that can be applied on-the-job.

Training Projects

PROJECT 1

~ 20h

Set Yourself Up for Success as a Sales Development Representative

ONBOARDING: Begin your journey as a Sales Development Representative. In this first project, you'll define your goals and your study schedule.

TARGET SKILLS

- Onboarding
- Define your training framework

EXPECTED DELIVERABLES

- Training schedule

RECOMMENDED COURSES

- Course #1 - Develop Your Soft Skills
- Course #2 - Discover the Sales Profession
- Course #3 - Set Yourself Up for Success in Your OpenClassrooms Training
- Course #4 - Improve Your Productivity with ChatGPT

PROJECT 2

~ 50h

Deliver a Persuasive Product Demo

SCENARIO-BASED: As a sales rep for an online mobile phone store, you'll learn to deliver persuasive demos and presentations that highlight mobile solutions while strengthening storytelling, empathy, and objection-handling skills.

TARGET SKILLS

- Demonstrate product features and benefits to potential customers.
- Deliver a promotional presentation to a potential customer.
- Provide customer support during live calls and chats.
- Use AI tools to review, refine, and adapt written materials.

EXPECTED DELIVERABLES

- Prospect evaluation and qualification notes as CRM entry updates
- Product demo: create the script using a template, record a demo
- Chat-based support: transcript and filled-out support log
- Phone-based support role-play

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Develop a Service-Minded Attitude
- Course #2 - Improve Your Presentation Skills
- Course #3 - Build Your Sales Activity Report
- Course #4 - Communicate Using Digital Tools

Training Projects

PROJECT 3

~ 70h

Prospect and Qualify High-Value Leads for Your Company

WORKPLACE PROJECT: Identify and contact ICP-aligned leads for the organization where you're working, launch your first outreach sequence, and track all qualification notes in the CRM.

TARGET SKILLS

- Use CRM to keep records and connect with potential customers.
- Contact and evaluate prospects using qualification criteria and sales frameworks like BANT.
- Research prospects using digital tools and ICP targeting.
- Craft personalized cold outreach to potential customers.

EXPECTED DELIVERABLES

- Outreach /content log (minimum 50 cold outreach interactions logged in CRM).
- Sample cold email and call script.
- Qualification notes (brief summary explaining how leads meet qualification criteria).
- Lead Prospecting Sheet
- Updated CRM with new records.

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Speak in Public
- Course #2 - Manage Your Customer Relationships with CRM
- Course #3 - Build Your Prospecting Action Plan

PROJECT 4

~ 60h

Handle Objections and Create Winning Outreach Campaigns

SCENARIO-BASED: Coordinate your healthtech SaaS company's product launch campaign by creating event-ready outreach materials and using A/B testing to report and refine results.

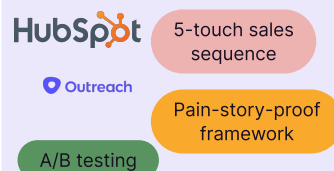
TARGET SKILLS

- Assist in launching sales campaigns for new products.
- Organize campaign information with AI to create tailored content.
- Prepare sales presentations for product or feature releases.
- Handle a customer's objections using reframing and micro-agreement.

EXPECTED DELIVERABLES

- Sales campaign brief with 5-touch sequence plan.
- Campaign A/B testing report.
- Slack-style Weekly Business Review update or presentation.
- Client meeting preparation notes.
- Objection / Response matrix table.

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Work Effectively in a Team
- Course #2 - Develop Your Creativity
- Course #3 - Create an Effective Email Campaign
- Course #4 - Build Your Prospecting Action Plan

Training Projects

PROJECT 5

~ 70h

Recommend Product Solutions From Your Company Aligned to Customer Needs

WORKPLACE PROJECT: Research a new lead segment for the company where you work, deepen your product knowledge, and recommend tailored solutions that connect prospect pain points to product benefits.

TARGET SKILLS

- Study product or feature information to improve outreach.
- Address customers' questions about product features.
- Recommend solutions to customers that fit their needs.
- Attend events and follow market trends to obtain sales insights.

EXPECTED DELIVERABLES

- Customer Solution Recommendation Sheet
- Email draft to AE summarizing opportunity context and fit
- FAQ and Objection Handling Sheet
- Market Insight Summary and Presentation

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



Competitive analysis

RECOMMENDED COURSES

- Course #1 - Develop Your Critical Thinking
- Course #2 - Stay Up to Date With Innovations in Your Field
- Course #3 - Improve Your Productivity With ChatGPT
- Course #4 - Lead an Effective Sales Prospecting Campaign

PROJECT 6

~ 60h

Optimize Customer Records to Power Sales Sequences at Your Company

WORKPLACE PROJECT: Support your company's revenue operations by cleaning and updating CRM data, reviewing campaign materials, and producing weekly reports that ensure a reliable, trackable sales pipeline.

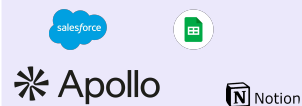
TARGET SKILLS

- Maintain accurate customer records using CRM software.
- Summarize outreach activity and key results with reports from a sales sequence.
- Verify accuracy of records of lead lists and sequence files.
- Audit and use a 360 approach to follow sales sequences.
- Capture and share customers' insights to internal teams.

EXPECTED DELIVERABLES

- Updated CRM entries (at least 5 updated lists or sequences)
- KPI Dashboard in CRM report view
- Error-check/Change log for sales materials
- Weekly CRM hygiene checklist and sales data reports

TOOLS, TECHNOLOGIES, AND METHODOLOGIES



RECOMMENDED COURSES

- Course #1 - Use a CRM in Your Sales Activity

Training Projects

PROJECT 7

~ 70h

Help Close Strategic Deals and Analyze Sales Performance

SCENARIO-BASED: Simulate key steps of the deal-closing process by supporting an AE with opportunity summaries, pricing materials, and performance tracking.

TARGET SKILLS

- Book and qualify meetings for AEs by confirming fit and providing essential context.
- Assist in selling products or services by highlighting benefits.
- Calculate pricing and ROI for customers.
- Follow up with customers to increase show-up rates.

EXPECTED DELIVERABLES

- Opportunity Summary Sheet
- Recorded role-play or script of a pricing negotiation
- Sales Proposal Deck (4 - 6 slides)
- Sales Contract and Quotation Sheet
- Sales Performance and Feedback Report

TOOLS, TECHNOLOGIES, AND METHODOLOGIES

LinkedIn
SALES NAVIGATOR

Sales proposal structure

Cost-benefit calculator

ROI

FAB framework

SPIN framework

RECOMMENDED COURSES

- Course #1 - Stay Up to Date with Innovations in your Field
- Course #2 - Destination AI: Introduction to Artificial Intelligence

Clear steps to guide you towards **your future career.**

1

Study guidance

Selecting the best option for your future is never easy, but our team is here to guide you through your training options and advise you on financing options by e-mail, telephone or via webinars.

2

Start date

Together we ensure that you meet the prerequisites, register, and identify apprenticeship employer options. Or if you are in the Talent Marketplace, an employer may reach out to you directly.

3

Your onboarding

As soon as you are matched with an employer, you take part in an onboarding webinar to familiarize yourself with our training. Learn about the program, schedule, and stay for Q&A: you will be able to start your educational journey with complete peace of mind.

4

Skills acquisition

No more grades: you are assessed through the acquisition of skills and the completion of professional projects, which will allow you to build a portfolio, in cooperation with your mentor, our educational team and our online resources.

5

Jury and certificate

Your portfolio is evaluated by a jury of experts responsible for validating the acquisition of the skills necessary to receive a Certificate of Completion of Apprenticeship.

6

Career

With your certificate of completion in hand, you are ready to start working, at a company or on your own. You're ready to begin!

They trust us



High-quality Training

Our training and our courses are designed especially for you, by our team of recognized experts and professionals.



Skills sought by companies

Our job? To identify the skills and jobs most sought after by employers, so that your training has a real impact, today and tomorrow. We're here for you, all the way. (And even beyond.)

Field experts

Your courses and projects are built in collaboration with recognized professionals in their field, so that your training is as close as possible to the reality of the profession. Start off on the right foot with project-based learning.



Our production studio

We produce all training content in our own production studio to have 100% control over the content and quality.

Autonomous doesn't mean you're alone. We provide support every step of the way.

A passionate mentor



Starting something new (and doing it successfully) is never easy. Especially when you're on your own. Fortunately, at OpenClassrooms we are passionate and we want you to succeed as much as you do. You are accompanied by an expert throughout your course, who will help you progress and reach your goals.

"I help the students on technical aspects. But it goes beyond that: I motivate them, give them self-confidence, provide them with soft skills for their future career."

PATRICK, OpenClassrooms mentor

PEDAGOGICAL ADVISORS

Obstacles and difficulties happen. Our team of educational advisors are here to help you overcome them by supporting you and ensuring you finish your training on time.

A VIBRANT COMMUNITY

While we provide guidance throughout your training, we also provide you the opportunity to engage with the global OpenClassrooms community on our social network. You're never alone, and you're always connected.

A PERSONAL CAREER COACH

Although you are independently studying, you are never alone. From the start of your training program, you can contact learners and mentors on the OpenClassrooms social network.

Feedback from our students.

Our greatest reward is the impact we have had on the careers of thousands of people since our creation, and we don't intend to stop there.

“For me, doing an earn and learn apprenticeship program was important, because it got me back on track. After six years on my own, it helped me get back into the rhythm of a job, to relearn the relationship with a boss, and it was necessary for me”

STEPHANIE, apprenticeship, payroll manager



“The apprenticeship program is really very professionalizing. I do both strategy, creation, writing... and in my work, I manage a community and I host webinars on a daily basis”

VICTORIA, apprenticeship, marketing strategy expert



We are a B-corp certified mission-driven company

OpenClassrooms has a dedicated team working to make education accessible. This mission is the heart of our organization and serves as our guide. That is why we have received B Corp certification. A prestigious certification that recognizes businesses that meet a high standard of social and environmental standards.



OPENCLASSROOMS

Ready to start your career?

Our team is ready to advise you on finding the perfect training program for you!

Contact us

OPENCLASSROOMS