

1-YEAR MEMBERSHIP INCLUDES

- ✓ 16-week 'Grow with Cleantech' program
- ✓ Unlimited Workshops
- ✓ 1-1 Career Coaching
- ✓ Job Search Tool Suite
- ✓ Industry Engagement
- ✓ SO MUCH MORE!

GROW WITH Cleantech

16-Week Training Program

POWERED BY:



FUNDED THROUGH:



[JOIN PROGRAM NOW!](#)

 *Weeks 1-12*

 *Cleantech Sales Foundations*

COURSE DESCRIPTION

TIME COMMITMENT

- **2** hours synchronous per day (2 days/week)
- **1-2** hours asynchronous per week (OPTIONAL)
- **2-4** hours assignments per week
- **84-120** hours over 12-weeks

During the first 12 weeks of the 'Grow With Cleantech' program, the *Cleantech Sales Foundations Course* equips you with the foundational knowledge, skills, processes, behaviors, and techniques essential for **landing or excelling in a Sales Development or Business Development Representative role in Cleantech**. Throughout the Course, you will learn about the diverse and growing world of Sustainability and Cleantech sales. You'll develop your prospecting and discovery toolkit, dig into objection handling and energy management, and spend time honing your communication and persuasion skills.

Practical skill application and network growth lie at the core of this Course. You will practice and implement your skills during in-class tasks and discussions, as well as through your individual assignments. You'll be asked to complete role-play calls, create your own prospecting cadence, run a mock discovery call, and craft cold email and call scripts. Work-integrated learning opportunities will be available to get hands-on experience in a real-world environment! Additionally, you'll be visited by guest instructors and Cleantech industry leaders, offering an opportunity to begin creating strong relationships on which to build your network.



OBJECTIVE

By the end of the first 12 weeks, learners will understand and apply Cleantech industry knowledge. They will possess the organizational, strategic, interpersonal, and communication skills needed to build and maintain a healthy pipeline through effective prospecting and discovery. Furthermore, they will create empathetic and authentic relationships with prospects and colleagues across the Cleantech Industry.

DELIVERY FORMAT

This 16 weeks of training will be conducted in real-time through synchronous online sessions, utilizing the Blackboard Collaborate tool. Participants will have the opportunity to engage in discussions, ask questions, and seek clarification during these sessions. To encourage collaboration and peer-to-peer learning, breakout sessions and group activities will be facilitated during synchronous sessions.

The Blackboard Learning Management System (LMS) will serve as the central hub for accessing Course materials, assignments, and additional resources. Links to synchronous sessions and recordings will be posted on Blackboard for easy reference. The submission of assignments and tracking of grades will also be managed through the LMS.



| WEEK + FOCUS | | MODULES / TOPICS + ASSIGNMENTS |
|--------------|---|---|
| 1 | Introduction to Uvaro and Cleantech | <ul style="list-style-type: none"> • Introduction and important tools • Cleantech foundations: understanding opportunity • Sustainability 101 |
| 2 | Sustainability + Career Planning | <ul style="list-style-type: none"> • Basics of Carbon-Credit Accounting + Life Cycle Costing • Career paths in Cleantech, Intersectionality of Sustainability • Funding: understanding sources and accessibility |
| 3 | Prospecting and Cadences | <ul style="list-style-type: none"> • Intro to ICP + personas • Intro to prospecting, cadence, and lead qualification • Building an ICP and personas |
| 4 | Communication Tactics and Skills | <ul style="list-style-type: none"> • Sales email communication • Presentation 101 • Intro to personal branding |
| 5 | Cold Calling and Objections | <ul style="list-style-type: none"> • Cold calls overview and practice • Handling shallow objections in phone calls • Value proposition |
| 6 | Intro to Sales Methodologies and Discovery | <ul style="list-style-type: none"> • Discovery 101 • Sales methodologies 101 and MEDPICC • Lead qualification and disqualification |
| 7 | Communication Part 2 and Buyer Psychology | <ul style="list-style-type: none"> • Tonality • Storytelling techniques |
| 8 | Qualification and Competition | <ul style="list-style-type: none"> • Segments in Cleantech • Closing techniques • Battle cards |
| 9 | Understanding Stakeholders | <ul style="list-style-type: none"> • Consensus building • Industry deep dive • Resilience in sales |
| 10 | Sales Methodologies Part 2 and Negotiations | <ul style="list-style-type: none"> • Job offers and negotiations tactics • Disco demo 101 • Handling hostile audience |
| 11 | Course Wrap-Up Part 1 | <ul style="list-style-type: none"> • Practical application • Career planning/ Mapping • Review |
| 12 | Course Wrap-Up Part 2 | <ul style="list-style-type: none"> • Next steps and closing seminar • Career and job search next steps |

 *Weeks 13-16*
 *Career Search Foundations*

DESCRIPTION + OBJECTIVE

TIME COMMITMENT

- **1.5** hours synchronous per day (2 days/week)
- **3-4** hours asynchronous per week
- **2-3** hours assignments per week
- **26-34** hours over 4 weeks

During the final 4-weeks of training, the 'Grow With Cleantech' program focuses on *Career Search Foundations*. **This section of the Course offers a practical toolkit for starting or refining your career search, covering personal branding, resume crafting, job prospecting, and interviewing skills, all alongside personal growth exercises.** Engage in discussions, work with a coach, and gain actionable tools and confidence for your job hunt.

By the end of this Course, you'll articulate your career motivations and goals, build a unique personal brand, and apply effective job search strategies. Practice interviewing, networking, and building professional relationships, preparing you to find fulfilling work aligned with your aspirations in Cleantech!

| WEEK + FOCUS | | MODULES / TOPICS + ASSIGNMENTS |
|--------------|-----------------------|--|
| 13 | Personal Branding | <ul style="list-style-type: none"> • <i>Uncovering your "why"</i> • <i>Telling your story</i> • <i>Personal Value Proposition</i> |
| 14 | Resumes and LinkedIn | <ul style="list-style-type: none"> • <i>V1 Resume</i> • <i>V1 LinkedIn profile</i> • <i>Meet with your Coach</i> |
| 15 | Job Search Strategies | <ul style="list-style-type: none"> • <i>Your search strategy</i> • <i>Toolkit Assignment: Refining your Value Proposition</i> • <i>Toolkit Assignment: Prospecting and Networking</i> |
| 16 | Interviewing | <ul style="list-style-type: none"> • <i>The impact of storytelling</i> • <i>Preparing for the interview</i> • <i>Toolkit Assignment: Interview Practice</i> |