1.0 COURSE OVERVIEW

SaaS Sales in the Age of AI is an instructor-led training program designed to prepare Sales Development Representatives (SDRs), Business Development Representatives (BDRs), and related sales roles to perform effectively in modern, AI-enabled SaaS sales environments. The course is grounded in employer-validated (PAC) job tasks and SME-validated execution practices, with a strong emphasis on applied learning, collaboration, and real-world performance.

Artificial intelligence is integrated throughout the program as a practical enabler of sales work, supporting prospecting, research, outreach, qualification, discovery, and pursuit strategy.

2.0 TARGET AUDIENCE

Sales Development Representatives (SDR)

Business Development Representatives (BDR)

Early-career SaaS sales professionals

Learners transitioning into AI-enabled sales roles

3.0 DELIVERY FORMAT

Instructor-led, online

Supported by a Learning Management System (LMS)

Includes lectures, group-based labs, take-home assignments, and self-taught content

Weekly instructor office hours provided

4.0 Course Duration

Eight (8) weeks

24 hours total instructional time

Approximately three (3) hours per week on average

5.0 ASSESSMENT & CREDENTIAL

Labs and assignments assessed as Complete / Incomplete

Standardized marking sheets used by instructors

Completion badge awarded upon attendance and completion of all required work

6.0 WEEKLY STRUCTURE OVERVIEW

Week 1: Modern SaaS Sales & AI Foundations

Week 2: Customer Segmentation & ICP

Week 3: Lead List Development & AI Research

Week 4: Prospect Sourcing, Intent Signals & CRM Hygiene

Week 5: Multi-Channel Outreach & AI Messaging

Week 6: Cold Calling & Qualification

Week 7: Discovery, Value Messaging & Competitive Positioning

Week 8: Pursuit Strategy & Capstone Application