



SaaSLeads.io Academy Prospectus



Class of 2021

Hello

Hi, I'm Will, the CEO and Co-Founder of SaaSLeads.io. I started this business because I love the sales profession and sales gives you a career and purpose. Training people to be superstar Sales professionals is what gets me out of bed in the morning.

Sales is a role that is very much in demand in the tech industry. However, to be the best requires a set of skills that schools don't teach and a top mindset to match. Those skills are what you will learn at the SaaSLeads.io Academy.

So for those who are willing to work hard, take the challenge and embark upon one of the most exciting careers out there read on...

Hey, I'm Chris, COO and Co-Founder of SaaSLeads.io. I joined this business because I deeply care about people and making a difference in their lives, that's my purpose and simply put it's where I get my kicks in life. I also deeply care about sales so the opportunity to build a business that combines both people and sales is a win:win for me.

I truly believe all people in work need both training and support to make them successful. I also believe it takes longer than a 2 hour, 3 stage interview process to fall in love with a business and know you'll be there for a long time. This is a challenge candidates and in turn companies face consistently and it hurts them both in different ways.

Training and learning can change how people do their roles but support is what will get them through the ups and downs of a career so if you are ready to be better tomorrow than you are today, come onboard!



Will Koning

Founder & CEO

“ My proudest moments are seeing Academy students get hired, appear on top of global leaderboards and as guests on podcasts ”



Chris Ritson

Co - Founder & COO

“ I feel proud seeing students get hired and knowing they are on to a winning career and have had the best possible start and guiding customers in building their future commercial teams from the ground-up ”

What is the SaaSLeads.io Academy ?



A fighting chance against more experienced SDR candidates and a learning opportunity to get industry experience.



Expert mentorship and coaching within a safe space over the course of 3 months where you are allowed to fail and learn.



An alternative to the flawed recruitment model. Instead of being pitted against other SDRs in a boiler room during an assessment day (unethical for already anxious candidates), you would be put through a pleasant interviewing experience and learning from the moment you apply with us. You will be taught to listen (important to sales) instead of talking over other candidates. Instead of being taught how to blag an interview, you are taught to be a great SDR so that when placed at one of our client companies you do not drown or have to rely upon sales training done by client companies to succeed.



A headstart amongst other new SDRs at your specially selected company. We provide the right tools, training, and coaching, as well as introduce you to the right people to get you on the right path to getting permanently hired.

Meet The Team

There to support and bring out the best in you



Will Koning

Co-Founder and CEO



Chris Ritson

Co-Founder and COO



Ezana Haddis

Chief of Staff



Indra Gheorghe

Customer Success
Manager



George Taylor

Marketing
& Operations Lead



Lena Miah

Marketing Executive



Brian Meta

Head of Admissions



Abisola Owolabi

Admissions Associate



Polina Kudinova

Admissions Associate



Andrew Bell

Account Executive



Torron Iveson

SDR Team Lead
& Coach



Laith Azzee

SDR Team Lead
& Coach

The Syllabus

Designed to make you an exceptional SDR

Month 1

Learn the fundamentals of sales and the role of an SDR...

Week 1

Introduction to sales, cadences and tooling

Week 2

Prospecting, prioritisation and pain

Week 3

How to be effective on the phone

Week 4

How to build effective, impactful emails

Month 2

Experience and demonstrate skills learnt in a safe environment...

Week 5

How to present and sell on social

Week 6

How to master objection handling

Week 7

How to manage a perfect pipeline

Week 8

Sales demonstration and certification

Month 3

Understand the role of new media and show what you can do for real...

Week 9

How to use video and other media channels

Weeks 10 & 11

Getting ready for the world of work

Week 12

Transition into the world of work

Graduation!

“I picked up new skills in research and presentation. I always wanted to learn those skills, because you can apply them to anything.”

*Chris Noble
SDR at Nylas and SaaSLeads.io Graduate*

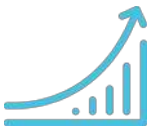
The Benefits

Real-world experience, training and skills



Knowledge development and certification

In a controlled and supportive environment our syllabus will give you the skills and knowledge to thrive in your career. You will also receive a recognised certification upon graduating.



Skills application and network building

Applying the skills you learn in the Academy, you will work for an awesome tech company to bring in real opportunities for them and develop your professional network of contacts.



Earn whilst you learn

As you will be working for a real company you will be paid a base salary plus commission for each qualified meeting that you book.



Future job opportunities

Upon graduating via our SaaSLeads.io Alumni. network, you will have the opportunity to connect with employers who are actively recruiting for SDRs and land a full time role.



Inclusive culture

Equality, diversity and inclusion is extremely important to us. We are committed to hiring a diverse team of individuals, including anyone with disabilities.



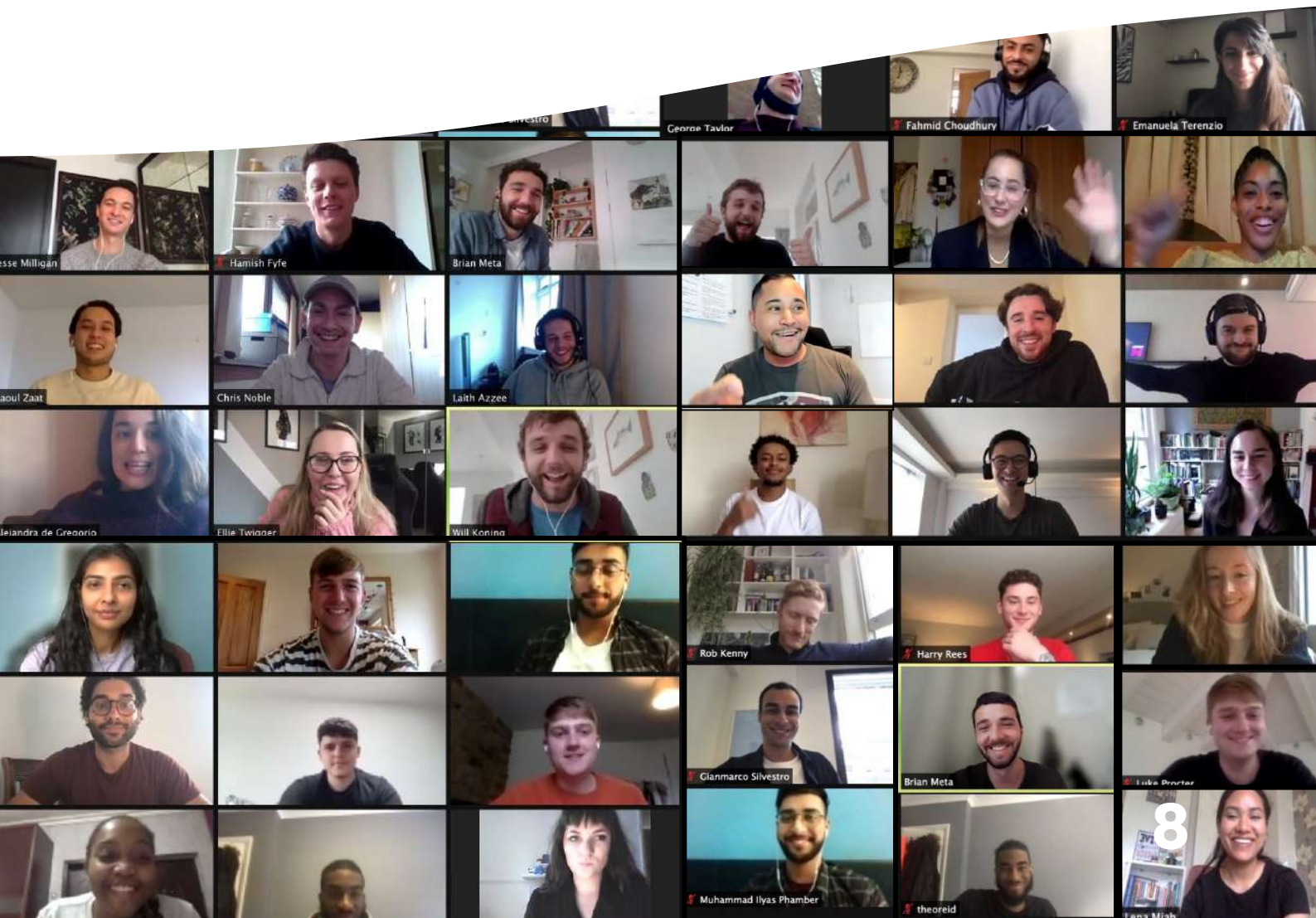
Help the environment

We plant 50 trees for every SDR who joins the Academy, this means that your time in the academy will have a positive impact on the environment too!

Learn from the best

Thought leaders to supercharge your training

We host weekly guest speakers so that you can get inspired by and learn from the best. We are the only tech sales academy which utilises its network of eminent sales professionals to pass on their knowledge and advice to the next generation of SDRs.



Our Guest Speakers have included...

Des Martin
VP at Brave

Morgan J Ingram
Director of Sales Execution
and Evolution at JB Sales
Training

Neil Bhuiyan
Managing Director and
Founder at Happyselling.io

Larry Long Jr
Director of Collegiate Sales
at Teamworks

Sarah Mills
Account Executive at
InVision

Lewis Chawko
Solutions Manager at
Superscript

Tom Boston
Social Selling Evangelist at
SalesLoft and online
personality

Aaron Evans
Global Director of Sales
Enablement at GlobalData
Plc

Ben Riall
Author of Pillars of an Elite
Sales Career

Ollie Sharpe
EMEA VP of Revenue at
SalesLoft

Ellie Twigger
Enterprise Sales
Development Representative
at SalesLoft

Aaron Baker
Senior Account
Development Representative
at Kleene.ai

Gabriela Bojilova
Account Manager at
Tessian

Jack Neicho
EMEA Account Executive at
SalesLoft

Bethan Hope-Bell
Client Success at Meltwater
Social

Will Gay
Business Development
Manager at Cognism

Harry Monkhouse
UK&I Sales Development
Representative Team Lead
at Datto

Ollie Norman
Enterprise Sales
Development Representative
at SalesLoft

Wesley Amos
Senior Account
Development Representative
at Kleene.ai



Work at Disruptive Tech Companies

 Curation


landmark global

 **SPRINGPOD**[®]

Glassbox

SOPHOS

 Nylas

FIDEL

 Cloud Elements

 cloudapps

 **Ben**

 omnipresent

ultimate.ai

 **HIVEMIND**

truevo

 **CloudTask**

 **mintago**

“SaaSLeads understood our business model and gave our SDRs the appropriate skills. They’re also great at keeping SDRs motivated and instilling in them the values and knowledge needed to succeed.”

*Tomas Kuzmickas
UK & EU Sales Leader, Nylas*

What our Graduates say



Jesse Milligan

SDR at CloudApps

“ SaaSLeads provided me with the perfect skill set necessary to join the lucrative tech industry. ”

“ One of the best things was the guest lectures. It was great to meet some proper experts in the field. ”



Jasmine Briggs

SDR at Jiminny



Raoul Zaat

SDR at Hivemind

“ SaaSLeads is a great stepping stone to the world of tech sales. You receive exceptional training, are able to start building your network and be exposed to fantastic leaders. The support from the team allowed me to be confident in the work I do. ”

“

Through SaasLeads I was able to develop incredible skills and take control of my career development

”



Aisha Patel

BRS at Ben



Thomas Hamilton

SDR at Hivemind

“

SaaSLeads is a fantastic opportunity for any graduate looking to get involved in Sales. The skills you will learn will not only be useful when you are selling but also in day-to-day life. Three months ago I didn't know the first thing about SaaS - now it's my career.

”

“

My coach was amazing and really hands on, you get a lot of time individually and the training is very personalised.

”



Chris Noble

SDR at Nylas

What our Customers say



Andy McDonald

CEO
CloudApps

“ SaaSLeads very quickly identified someone with the right skillset and tenacity to put on our account. ”

”

“ Bringing on SaaSLeads was an easy decision! ”

”



Jon Bratton

CCO
Hivemind



Tomas Kuzmickas

UK and EU Sales Leader
Nylas

“ What I liked best is that they cover the art and science of sales that is essential for success ”

”

Next Steps

Interested in joining the Academy?

Qualities we look for:

- A keen interest in technology
- A desire for a career in Tech sales and commercial roles
- A high level of curiosity and emotional intelligence
- People orientated
- Prepared to go the extra mile
- Happy to work remotely





saasleads.io

This is just the tip of the iceberg, there's still lots more to find out about the SaaSLeads.io Academy

Don't miss out, visit **saasleads.io** to learn more.