INCAP
INDIANA CAREER APPRENTICESHIP PATHWAY

FOR HIGH SCHOOLERS

TECH/IT

APPRENTICESHIP PROGRAM OCCUPATION PROFILE:

TECHNOLOGY SALES ASSOCIATE

Technology Sales Associates help companies connect customers with products and services. They research potential customers, conduct outreach, support sales presentations, manage customer information, and use customer relationship management (CRM) systems and AI tools to support their work. The Technology Sales Associate apprenticeship offers a paid, hands-on path into sales and customer success roles.

This occupation is ideal for a student who:

- Enjoys working with people and building relationships.
- Is curious about how businesses market and sell products.
- Is interested in business, marketing, or technology.

What is the average starting hourly wage for this apprenticeship?

The salary varies by employer, but the range for the typical starting wage in the first year is **$13-17/hour**. Apprentices are employees and fall under their employer's policies for benefits, performance reviews, and salary increases.

What do apprentices do during their apprenticeship?

The first year of the apprenticeship starts with training at an intercompany training center and job shadowing. As students gain skills and confidence, they will take on increasingly involved projects. Examples of tasks include:

- **11th grade:** Researching potential customers and markets, understanding the sales pipeline, and learning about outreach prospecting and discovery conversations.
- **12th grade:** Maintaining accurate customer information, supporting sales presentations and proposals, supporting customer success processes, and collaborating with other teams to support the customer lifecycle.

What are some of the skills students learn on the job?

- The sales pipeline and buyer's journey
- Prospecting and professional outreach
- Discovery sessions and needs analysis
- Technical product knowledge
- Demos, proposals, and supporting customer decisions
- Using CRMs and AI tools

TYPICAL SCHEDULE

What year in school do students begin this apprenticeship?

11th grade

How long does this apprenticeship last?

Two years (year-round)

How many days each week do students participate in the apprenticeship?

11th grade: Three days/week — one in an intercompany training center, two with their employer

Summer after 11th grade: Five days/week with their employer

12th grade: Four days/week — one in an intercompany training center, three with their employer

Summer after 12th grade: Five days/week with their employer

What hours do students work during their apprenticeship?

Employers and apprentices work together to identify individual schedules. However, apprentices should expect to spend full eight-hour days with their employer.

What classes do students take at their high school to complete this apprenticeship?

Students are not required to take specific courses at their high school because all coursework will be taught to apprentices during their time at the intercompany training center. However, students are encouraged to take related classes if available at their school (examples include business and marketing, business communications, and computer science). The only requirement for students is that their school schedule allows them to leave the school building to work while still completing the classes they need to graduate.

What credential does a student receive when they complete this apprenticeship?

Through this apprenticeship, students will meet the key requirements for Indiana's new Employment Honors Plus diploma seal: completing at least 650 hours of work-based learning and earning an INCAP credential, which is recognized by the Indiana Department of Education as a Credential of Value. The diploma seal and the INCAP credential will be recognized by businesses as indicators of industry experience, and the INCAP credential may count toward college credit in a related degree program. Students may also earn industry-recognized certifications during this apprenticeship.

If a student chooses to continue working after their apprenticeship, what jobs are they qualified for?

This program prepares an apprentice to be hired immediately into a variety of tech sales and customer success roles. Current examples include:

- Technology Sales Associate
- Sales Development Representative (SDR)
- Business Development Representative (BDR)
- Junior Account Executive
- Customer Success Representative
- Account Coordinator
- Sales Operations Coordinator
- Technology Sales Support Specialist