INCAP
INDIANA CAREER APPRENTICESHIP PATHWAY

FOR ADULTS

TECH/IT

CAREER PROGRAM OCCUPATION PROFILE:

TECHNOLOGY SALES ASSOCIATE

The Technology Sales Associate career training program prepares adults to support companies across the B2B technology sales cycle: account research, prospecting, discovery, qualification, solution mapping, technical collaboration, demonstrations, proposals, negotiation within authority, CRM and forecasting, account coordination, customer success, responsible AI, and pipeline improvement. This role emphasizes sound judgment, truthful representation, documented evidence, and appropriate escalation.

This occupation is ideal for someone who:

- Enjoys working with people and building relationships.
- Is curious about how businesses market and sell products.
- Sees themselves in a role that combines critical thinking, technology, and collaboration.

Do trainees pay a fee to participate?

No, trainees are not required to pay anything to participate.

How much do trainees earn while they're completing the program?

While compensation varies by industry, organization size, and the full scope of the role, trainees can expect pay in the range of **$17-25/hour** during the program. Trainees are employees and fall under their employer's policies for paid time off, benefits, performance reviews, and salary increases.

What do trainees do as a Technology Sales Associate?

- **Sales foundations:** Understand the sales environment, map the buyer's journey, apply a structured consultative selling process
- **Prospecting and outreach:** Research prospective customers, conduct multi-channel outreach, build and maintain a qualified early sales pipeline
- **Discovery strategy:** Lead structured discovery sessions, qualify opportunity viability, document and advance opportunities.
- **Technical fluency:** Build product and technology knowledge, map products to customer needs, coordinate technical validation
- **Demos, proposals, and negotiation:** Deliver demonstrations and presentations, prepare proposals, handle negotiations and closings.
- **Customer success:** Manage CRM, pipeline, and forecasting information, coordinate with customer success teams, support account retention
- **Artificial intelligence:** Use approved AI tools to support sales, analyze pipeline performance, and improve workflow, protect customer data and exercise AI security

All work is performed under supervision, with increasing independence over time.

TYPICAL SCHEDULE

Training program length

Two years of full-time paid learning, split between on-the-job experience with an employer and specialized instruction at an intercompany training center.

Typical week

Months 1–3:
Foundations and safe exposure
- 3 days/week at the training center (labs + simulations)
- 2 days/week at the employer (shadow + controlled tasks)

Months 4–6:
Supervised ownership of day-to-day tasks
- 2 days/week at the training center
- 3 days/week at the employer

Months 7–12:
Productive throughput and applied learning
- 1 day/week at the training center
- 4 days/week at the employer

Months 13–18:
Deeper investigations and impact
- Half day/week at the training center
- 4.5 days/week at the employer

Months 19–24:
Associate-level work and capstone portfolio
- All time spent at employer with exception of 1 day/month at the training center

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

- Prospecting and professional outreach
- Holding discovery sessions and performing needs analysis
- Building proposals and supporting customer decisions
- Managing negotiations and closing deals
- Technical product knowledge
- Using CRMs and AI tools

What prior education or experience should trainees have before starting the program?

While not required, there are several prerequisite and bridge learning opportunities that provide a strong foundation for success. Prior to or alongside their training program, adults are encouraged to complete self-paced online courses in professional business communication, CRM fundamentals, basic technology and cloud concepts, business math, and foundational B2B sales.

What credential does a trainee receive when they complete the program?

Trainees earn an INCAP credential that will be recognized by TechIndiana and technology-related companies across Indiana as equivalent to an academic associate degree in technology sales. They also may receive college credit toward a related degree program. Opportunities are also available to earn stackable industry certifications during the program, including CompTIA AI Fundamentals and Sandler credentials, along with optional CRM and technology certifications.

What career opportunities are available after completing the program?

This program prepares trainees to move into junior roles that support technology sales and customer success. Current examples include:

- Technology Sales Associate
- Sales Development Representative
- Business Development Representative
- Junior/Associate Sales Associate
- Account Manager
- Technology Sales Representative
- Customer Growth/Customer Success Representative

Who should I contact for more information?

TechIndiana is managing INCAP Career Programs for Tech/IT. You can learn more at **TechIndiana.org**.