

3 Reasons Tech Sales is Your Career Launch-Padand how to take your first step.

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The Ever-Growing Technology Sector

Technology is a key part of how businesses operate and it is evolving at an incredibly fast pace. While the explosion of technology in business is well publicized, it's less common for the primary users of technology—early-career professionals—to consider a career in high-tech sales.

From blossoming tech start-ups to the heaviest hitters in the corporate world, the rise of the high-tech industry created a surge of demand for entry-level Sales Development Representatives (SDRs). This key role links new technology products and services with potential corporate buyers, and serves as the gateway to a long and lucrative career in professional high-tech sales.



Read on to learn about three main reasons you should consider a career in high-tech sales, including:

- 1 The Future of the Tech Industry
- 2 The Emerging Entry-Level Sales Market
- 3 Tech Sales Career Trajectories & Compensation

01

The Future of the Tech Industry

The technology sector covers a breadth of different companies. From Software as a Service (SaaS) start-ups to Big-Tech conglomerates, this sector continues to see massive growth in an expanding marketplace! **So, where is tech projected to be in the next couple years?**



The top 5 companies in the S&P 500 are all tech firms and together they are worth over \$2.6 Trillion



Software as a Service (SaaS) within tech is emerging as a powerhouse industry



The high-tech industry grew during a global pandemic as companies were forced online, utilizing tech products to solve critical remote challenges.



Gartner anticipates a \$40B increase in tech revenues by 2022

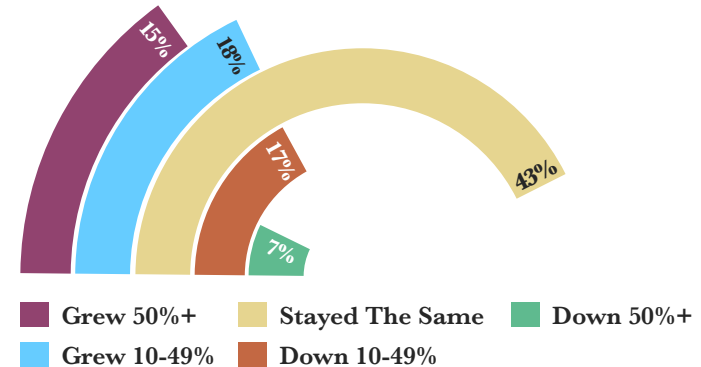
02

The Emerging Entry-Level Sales Market

As tech companies continue to increase in popularity, they will continue to add to their sales team in support of this massive growth.

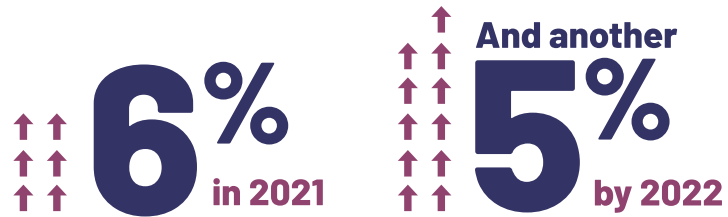
The global pandemic negatively impacted a variety of jobs and industries, but the SDR role is thriving. In fact, this entry position into the world of professional sales is stable and growing.

2020 SDR Headcount Changes According to The Bridge Group's Sales Development Report



Why do you think that is?

Gartner anticipates worldwide technology spending to increase on average



03

Tech Sales Career Trajectories & Compensation

Sales Development is the formation of a sale in its earliest stage.

A Sales Development Representative (SDR) develops leads by researching and talking to potential customers (prospects). An SDR's goal is to schedule a meeting between the qualified prospect and a more experienced Account Executive (AE).

In technology sales, it isn't about how experienced you are. Whether an individual has been in a different career for ten years, or they are just graduating college, tech sales professionals start at the same level and progression depends on how quickly you learn and how much value you deliver.

Top sales pros can advance quickly and unlock impressive compensation. **If you're crushing it as an SDR, your opportunities are plentiful:**

SDR

*Entry-Level
40k-65k base + bonuses*

Account Executive

*1-3 Years Experience
60k-125k base + commissions*

Sales Manager

*1-5 Years
60k-140k base + commissions*

Talent Recruiter

*1-5 Years Experience
60k-125k base + bonuses*

Sales Operations Marketing

Getting into Entry-Level Sales

It's easier than you think!

Everyone who starts as an SDR enters the position in "skill-building" mode. In fact, the amount of experience needed to enter Tech Sales is continually dropping, with most companies requiring only one year of experience.

At memoryBlue, we require ***NO*** prior experience because we believe in evaluating entry-level candidates based on six key attributes:

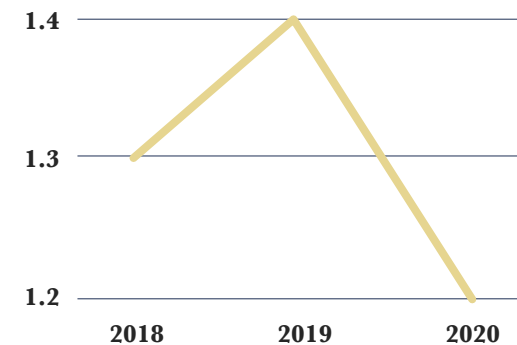
- Work Ethic
- Drive
- Coachability
- Competitiveness
- Willingness-to-learn
- Enthusiasm

Training is the Key to Success

With the right **sales training**, continuous coaching, and dedicated mentorship, entry-level SDRs can elevate rapidly through the ranks to more advanced sales roles much quicker than the average SDR. At memoryBlue, we see SDRs **promoted** after an average of just 9+ months.



Average years experience before entering SDR role in the Tech Industry



*According to The Bridge Group's Survey



memoryBlue's Tech Sales Career Launch-Pad

Every new SDR starts her journey in our world-class Academy sales training program along with a cohort of other new memoryBlue SDRs.

Working with High-Tech Clients

Rather than selling memoryBlue's services, SDRs are paired with a high-tech client to sell their product or service. If you consistently meet or exceed your goals, your client will often offer you a job at their firm (possibly even in a closing role as an Account Executive).

Launching Your Career

memoryBlue LOVES when clients hire our SDRs directly. We call these memoryBlue employees who get hired out our **alumni**, and most stay connected with the company long after their time with us comes to an end. Many alums eventually become clients and some even "boomerang" back to join memoryBlue in more senior positions.

Bootcamp - 2 Days

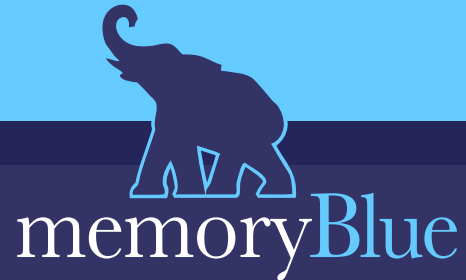
Learn the keys to being an effective SDR through a live, instructor-led class, performing role plays and refining your messaging.

6 Weeks

Foundations - Ongoing for 6 weeks

Apply what you've learned by beginning sales outreach while receiving ongoing coaching, guidance and mentorship from Academy facilitators.





Your Future Starts Now

Launch your tech sales career with a company focused specifically on training & elevating its people.

Work Hard, Play Hard

Our **incentives and perks** create an atmosphere where success is contagious and employees thrive, inspiring both personal and company growth. Top performers attract other top performers, and we've built an intentional culture where you'll be surrounded by astonishing peers and motivated colleagues.



Productive, fun and competitive culture with reward incentives



After 12+ months as a memoryBlue SDR, you get a company-paid \$3k vacation



Twice a year, the top 50% of SDRs go on our President's Club trip.

Join a team dedicated to your professional growth and development.

Leave the Herd Behind

[Apply Now](#)