Sales Representative Learning Path Checklist

HubSpot Academy

SAVE this checklist on your computer so your progress is saved as you complete each step.

Whether you're having trouble closing deals or just wish you were selling more, the Sales Representative Learning Path will teach you how to sell to today's savvy consumer by using an inbound sales approach and modern sales technology.

Learning Path Details

Estimated time to complete: 1 week

Experience Level: All experience levels

This path is for:

- Sales professionals looking to update their strategies and tactics
- Entrepreneurs and business owners looking to acquire customers
- Business development professionals who play a role in sales
- Professionals making a career shift into sales

Learning Path Curriculum

Our expertly picked curation of education to turn you into a Super Star Sales Rep

Step	Training	Details
Step 1 ☐	Inbound Sales Discover the fundamentals of the inbound methodology and the flywheel and learn how to apply them to your business. The Inbound Certification Course teaches you how to run a successful inbound business, from marketing to sales to services.	Certification 5 lessons 21 videos (2:11 hours)
Step 2 ☐	The Sales Playbook to Social Selling This guide is a one-stop shop for someone looking to get started with social sales -- whether as an initiative for your sales team or for yourself.	Blog article 10 min read

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Step 3 ☐	101 Sales Qualification Questions Every great sale starts by answering questions - and these questions are essential for qualifying contacts. From the basics of name and location, to qualifying questions inspired by the BANT framework (budget, need, authority, and timeline), to questions about closing and upselling, in this lesson you'll find 101 questions for you to ask in the sales process to continuously qualify a prospect as ripe for a sale.	Lesson 8 Chapters (27 min)
Step 4 ☐	HubSpot Sales Software Certification The HubSpot Sales Software Certification demonstrates your ability to execute an inbound sales process using HubSpot CRM and Sales Hub. It is made up of 3 lessons. At the end of each class, you'll be given practical exercises so you can immediately apply what you learn. You will need to perform these actions in order to earn your certification. There is also a 50-question, multiple-choice test you will need to pass in order to get certified.	Certification 4 lessons 17 videos (1:09 hours)
Step 5 ☐	Using HubSpot Video For Your Sales Emails Video is becoming more and more popular among sales organizations. With good reason, too -- sales reps that use video in prospecting, relationship building, and sales emails see 8 times higher open-to-reply rates. With HubSpot Video powered by Vidyard, you're able to easily create and send personalized videos throughout every stage of your sales process.	Lesson 5 videos (30 min)
Step 6 ☐	Using Video For Sales: Online Demos In this eBook, you'll receive the top do's and don'ts of creating an excellent video sales demo from the pros at Zoom and HubSpot. We'll dive into best practices in getting your sales team empowered and ready to create sales demos that are engaging, informative, and ultimately, close deals.	eBook 15 min read

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Step 7 ☐	How to Be Successful at Remote Sales Get tips and best practices for selling in today's remote world from HubSpot's remote sales force.	Blog article 8 min read
Step 8 ☐	How to Get a Sales Job Getting a sales job is a great choice for anyone who's looking to start their career or break into a new industry. In this lesson, you'll learn some reasons why a sales career is a good choice, how to succeed in sales, and which type of sales job is best for you.	Lesson 3 videos (23 min)
Step 9 ☐	Give Us Your Feedback Please take 3 minutes to provide your valuable feedback on the Sales Representative Learning Path.	Survey 3 min

CONGRATULATIONS from HubSpot Academy on completing the Sales Representative Learning Path!