Business Development & Sales Bootcamp

Overview

General Assembly's Business Development & Sales Bootcamp (BSB) is designed to fast-track your journey into high-performing sales roles in the tech industry! You'll build deep business understanding, gain technical fluency, master modern sales tools & processes and learn how to sell complex solutions with confidence from prospecting to closing.

Throughout this expert-designed program, you will:

- Learn how to be a confident seller with full understanding of the sales workflow
- Practice confidently speaking to both technical and business audiences
- Use sales tools like Salesforce, HubSpot and Gong
- Learn how to qualify and manage complex B2B sales cycles
- Present technical solutions in a compelling, customer-focused way
- Build proposals, handle objections and close deals
- Leverage AI, automation and personal branding to sell smarter

Course Information

Course hours:

250 hours

Prerequisites:

None. This is a beginner-friendly course with no prerequisites. Many students have engaged in self-learning previously or have an above-average interest in technology and sales, but this is not required. Whether you're new to the field or looking to formalize your existing skills, our curriculum helps you gain the tools and skills employers demand.

Instructional methods:

Live (synchronous) instruction, including lectures, practical application, and project based learning.

What to expect

Pre-course learning paths

Set yourself up for success with up to 4 hours of preparatory lessons covering essential bootcamp skills. Designed to help you make the most of the course, your prework is a self-paced online learning path that you'll complete before day one of class.

The in-class experience

Engage in project-based learning that's designed to inspire a lifetime of discovery. As a Sales Bootcamp student, you'll:

- Explore new concepts and tools through expert-led lectures and discussions.
- Complete exercises to reinforce newly learned skills.
- Dive deeper into topics and techniques via independent, pair, and group labs.
- Receive individualized feedback and support from your expert instructional team.
- Apply what you've learned to homework assignments and unit projects, building out a professional portfolio to show off job-ready skills to potential employers and collaborators.

Career Services

As a bootcamp student, you'll have the opportunity to meet with a group of career coaches who will provide you feedback on your job search materials, advise you on how to best prepare for interviews, and share resources to support you on your job search journey.

Throughout on-demand content, live career webinars, and group coaching sessions, you'll:

- Get an inside look at what it takes to have a successful job search journey in your industry.
- Cultivate a competitive candidate mindset, learning how to assess your skill set against job descriptions, track progress, and identify areas of refinement.
- Develop your professional brand; polish your online and in-person presence. Build confidence to set yourself apart in

interviews.
- Leverage LHH's Proprietary Job Resource Platform: Career Resources Network (CRN).*
- Tap into an exclusive global network of experts, influencers, and peers, plus learn strategies for leveraging your existing connections, in person and online.
- Become an active contributor to the GA student and alumni community.

After graduation, you'll also gain access to additional career resources to help fuel a lifetime of learning. Graduates of our bootcamp courses have access to LHH's Career Resources Network (CRN) to support their job search post-course. CRN is your ultimate career resource hub. It's packed with job opportunities, workshops, and learning tools. It connects you to career, industry, and company information; networking opportunities; live events; and new job leads. CRN delivers comprehensive content using the latest e-learning, streaming media, and podcast technologies. It's your one-stop shop to power your career search and stay organized. Additionally, graduates can dive into new topics or continue honing their skills with discounts on tools, passes, packages to premier events, and more.* You can also apply tuition discounts to future GA courses, classes, and workshops on campus and online.

* Not available in Singapore or Montenegro

What you'll learn

Pre-work
Bootcamp Mindset

Learn online and get into the bootcamp mindset. Get oriented to General Assembly and this course, and learn what it takes to be successful in a bootcamp before day 1 of the course so you can hit the ground running!

Unit 1
Business & Sales Fundamentals

Learn how businesses function, why people buy, and build core sales skills using modern tools. Learn tools, strategies, and the psychology behind successful selling.

Students will explore:
- The foundations of the business landscape
- The Sales role and foundational methodologies
- An overview of the sellers tool kit
- Who, How and Why People Buy
- Lead generation techniques

Project Example:
- Create a company profile, define likely buyer personas, identify pain points, map the buying process and build an outbound sequence using LinkedIn and your CRM of choice.

Unit 2
Tech Fluency

Understand essential technology concepts so you can confidently engage in technical conversations with buyers. Gain foundational technical knowledge to build confidence with engineering, product, and IT stakeholders. This unit breaks down the stack from software and databases to networking and cloud services—using sales-relevant language.

Students will explore:
- Core tech concepts
- Foundations in software development
- Foundational data analysis
- Network & Security Basics
- Cloud Computing

Project Example:
- Research and map out the technology stack of your Week 1 target company. Identify the front-end and back-end components, data systems, and cloud services. Build a 'Tech Talk' cheat sheet with definitions, analogies, and buyer-focused questions.

Unit 3
Selling The Stack

Dive into the core technologies that drive modern software companies. Learn how SaaS and PaaS solutions are built, integrated, and delivered—and how to sell their value effectively to technical buyers.

Students will explore:
- SaaS Architecture & Dev Lifecycles
- APIs, Webhooks and Integrations
- Platform as a Service (PaaS) Overview
- Reliability, Monitoring & DevOps
- Security, Compliance & Multi-Tenancy

Project Example:
- Craft a sales enablement deck for a SaaS or PaaS solution. Include a simplified architecture diagram, API use case examples, a compliance cheat sheet and 5 discovery questions tailored for a technical decision-maker.

Unit 4
Major Project

Unit 5 - 6
Sales Execution

Develop hands-on skills in prospecting, discovery, qualification, and presentation to drive real pipeline opportunities. Master the key skills that drive pipeline creation and progression. From high-impact prospecting to qualification frameworks, this unit is all about converting interest into opportunity using data and precision.

Students will explore:
- Prospecting
- FSIs & Presentation Skills
- Discovery
- Qualification
- Data & Metrics

Project Example:
- Conduct outreach to 5 simulated prospects based on your Week 3 product. Record mock FSI calls, document qualification notes using a MEDDIC framework, and submit a metrics report summarizing conversion rates and insights.

Unit 7
Winning and Closing

Master proposals, negotiation, objection handling, and stakeholder management to confidently close complex sales deals. Learn how to present solutions, manage stakeholders, overcome objections, and negotiate with integrity. You'll also explore legal, ethical, and compliance aspects of modern sales.

Students will explore:
- Building a Proposal
- Presentation & Stakeholder Management
- Objection Handling
- Art of Negotiation
- Ethics, Compliance and Legal

Project Example:
- Develop a full proposal and presentation for a qualified opportunity. Include ROI summary, stakeholder mapping, competitive battle cards, and a negotiation prep doc. Present in a mock pitch session.

Unit 8
Modern Sales, AI, & Personal Brand

Leverage AI, build your personal brand, and lead with thought-driven selling in the modern digital era. Future-proof your sales strategy with AI-powered tools, automation, and a strong digital presence. This week will help you build systems that scale your efforts and position you as a trusted voice in your industry.

Students will explore:
- AI for Sales
- Prompt Engineering for Sales
- Enhancing Workflow with AI
- Building Your Brand
- Networking & Thought Leadership

Project Example:
- Use AI to build a personalized outbound campaign. Create LinkedIn posts, outreach messages and discovery questions using prompt engineering.
- Record a short video pitch and publish a content post to build thought leadership.