

Tech Sales Plus




Program Spotlight: Uvaro & Digital Nova Scotia Sept 2023 - Sept 2024

PROGRAM MANDATE

Goal: Upskill workers and support career transitions into the tech industry in the Atlantic region, focusing on entry-level roles in tech sales.

Program Description: Participants completed a 12-week SaaS sales course and a 4-week Career Search Foundations course, gaining skills in prospecting, objection handling, communication, resume building, branding, and interview prep for tech industry success. They were also provided with 12 months of long-tail support, helping them navigate any bumps along the road during their transition.

Target Audiences:

-  New to sales and looking to become a professional
-  Experienced in sales but seeking reskilling for the tech industry
-  Experienced in sales and ready to advance to a more senior role

PROGRAM IMPACT

Community to Training

91%

of participants were from underserved Atlantic communities

Training to Hired

90%

of program finishers met the funder's advancement target

Coaching Participation

3.2X

more members engaged in mentorship/coaching than funder mandated

Income Outcomes

\$13K

average increase in salary within 12 months of program completion

Salary to Tax Revenue

\$2M

estimated additional annual income taxes attributed to program

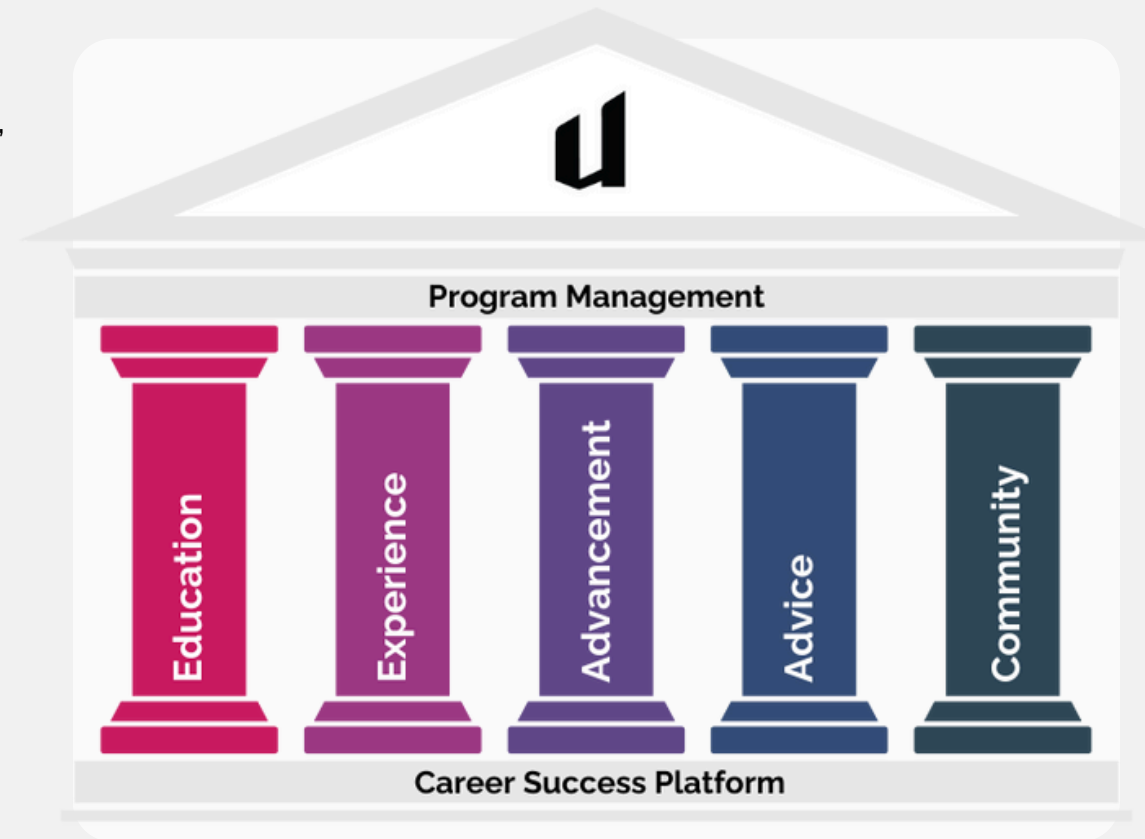
Program Design & Funding



LONG-TAIL PROGRAM DESIGN

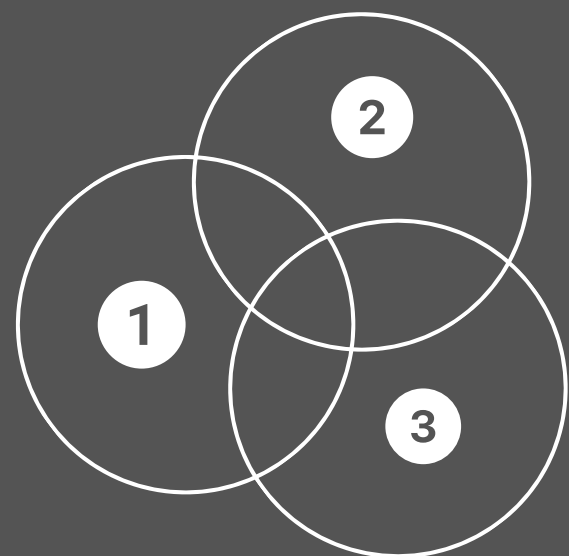
Long-tail program design focuses on creating sustainable, scalable development outcomes by offering tailored, modular training that addresses diverse needs over an extended period.

- ✓ **Extended support windows**
- ✓ **Personalized career help**
- ✓ **Work-integrated learning**



DIGITAL LEARNING PLATFORM

- Education** Specialized Courses & additional unlimited live access to 50+ Workshops
- Experience** Work-integrated learning projects offered through Riipen
- Advancement** Custom job search tools and interview support
- Advice** Career coaching and mentorship for initial and ongoing success
- Community** Community events with meaningful networking opportunities for growth



FUNDING APPROACH

Our three-headed program model keeps costs low while delivering high-quality services and outcomes.

- 1 Program Funder:** Financial support and program backing
- 2 Audience Partners:** Connect to participant communities
- 3 Uvaro:** Tailored skill and career development programs



PROGRAM FUNDER



AUDIENCE PARTNER

Program Expansion

Tech Sales Plus – Continued?

ROLES/SALARIES SUPPORTED BY PROGRAM

 Account Executive	\$95,416
 Sales Leadership	\$83,954
 Account Management	\$75,076
 Customer Success Management	\$66,269

POTENTIAL IMPACT ON REGIONAL PRODUCTIVITY

800	additional jobs created (using a conservative regional job multiplier)
\$20M	new business revenue from additional salesforce productivity
\$7-9M	estimated annual income tax growth from direct program participants



U V A R O

digital
nova scotia



EXPANDING TO DRIVE MORE PRODUCTIVITY FOR ATLANTIC CANADA!

Program expansion would extend Tech Sales Plus to an additional 400 participants, offering training and support for advanced go-to-market roles in the tech industry.



CONTACT UVARO TO BRING A PROGRAM LIKE 'TECH SALES PLUS' TO YOUR REGION.