



SalesCamp: B2B Sales Training

Discover the program and unlock your path
to a fulfilling career in B2B sales.

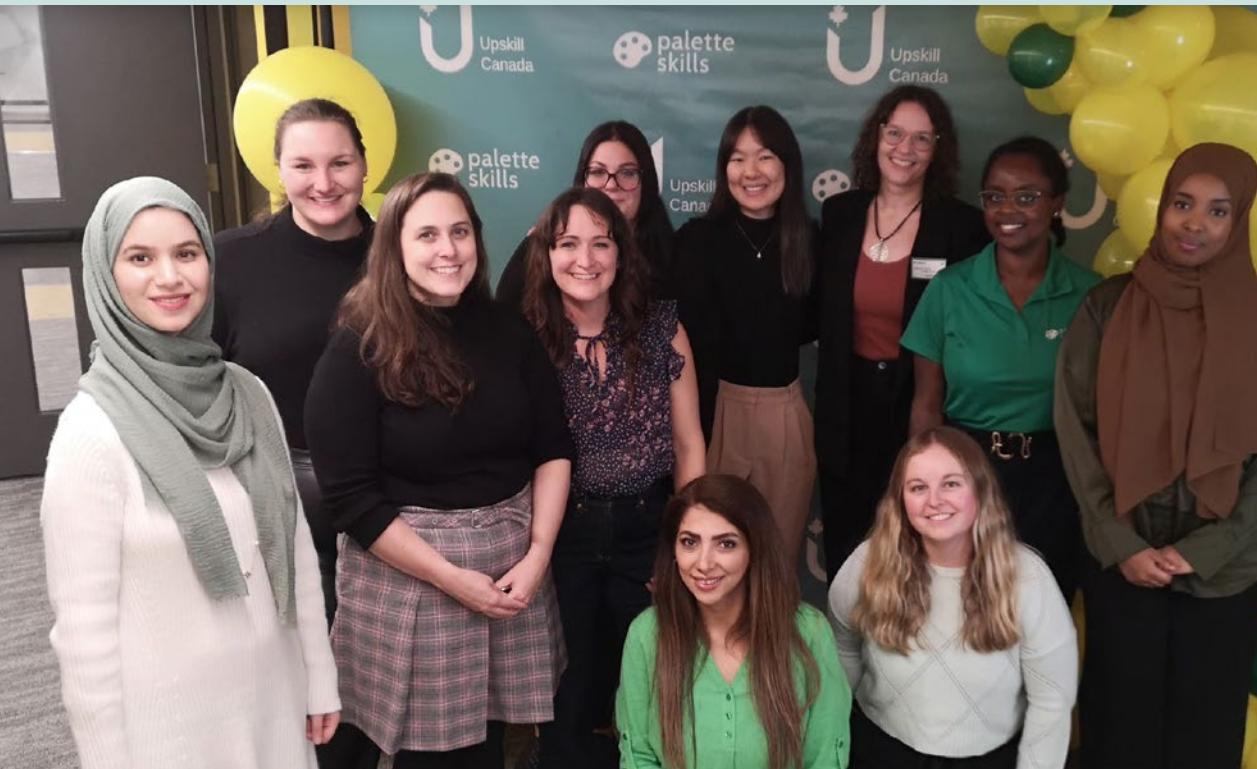
PALETTESKILLS.ORG/SALESCAMP



Funded by the
Government of Canada



PALETTE SKILLS' UPSKILLING MODEL



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WELCOME TO PALETTE SKILLS

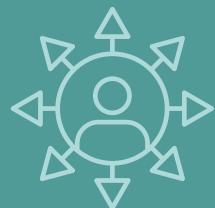


PALETTE SKILLS IS A NATIONAL NONPROFIT,

founded in 2017, and incubated at the Brookfield Institute for Innovation + Entrepreneurship. Palette Skills' office is proudly hosted at the University of Toronto and funded by the Government of Canada.

Palette Skills' purpose is to connect Canada's most innovative companies with the talent they need to grow. Our vision centers around fostering an inclusive and equitable economy, empowering both individuals and businesses to realize their fullest potential. As pioneers in industry-led upskilling programs, we are dedicated to driving a globally competitive and inclusive economy. Supported by a consortium of national business associations, esteemed academic institutions, and nonprofit organizations, Palette Skills works to catalyze a network of partners to embrace innovative best practices in industry-led upskilling approaches.

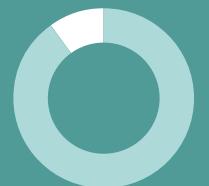
SALESCAMP ACHIEVEMENTS



+500 upskilled individuals



**+200 employers partners
since 2018**



**90% of grads
would recommend
you take SalesCamp**



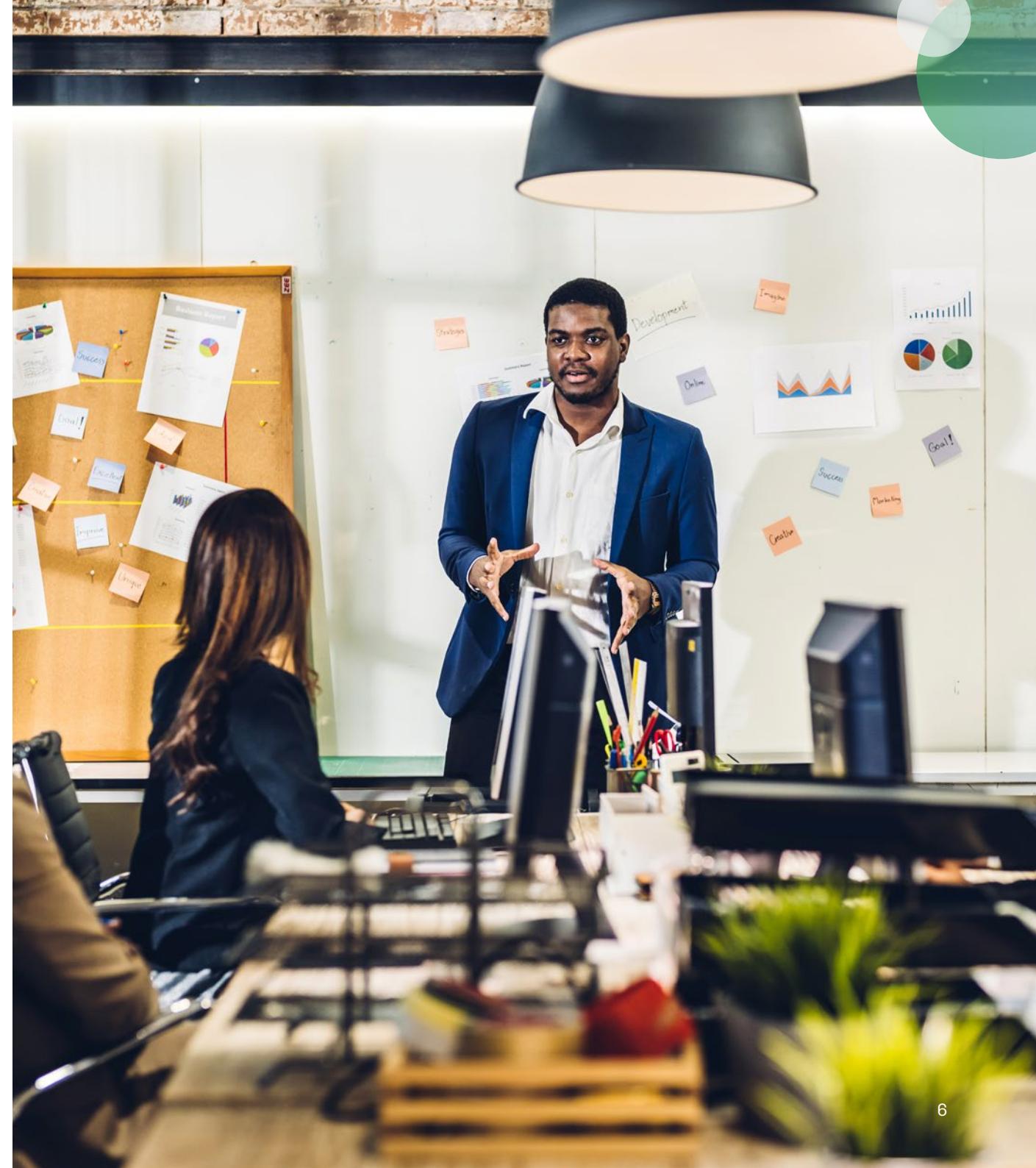
INTRODUCTION TO THE INDUSTRY

Canada's tech talent pool¹ and sales industry² have experienced significant growth since 2020, and have developed into a promising job market. B2B sales, or business-to-business sales, is the process of selling products or services from one business to another. B2B sales are done through various channels, like face-to-face meetings, phone calls, emails, online platforms, and more. In this context, B2B sales in tech industries refers to selling technology solutions to organizations.

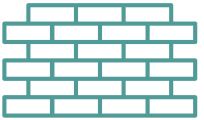
The sales process typically involves identifying potential customers, understanding their needs, identifying solutions for them, and ultimately closing deals. A big focus of B2B sales in tech industries involves building long-term relationships with customers, understanding their unique needs and challenges and tailoring solutions to meet those needs.

1 Canada's tech talent pool has surged by 15.7% since 2020, adding 150,000 individuals, outpacing the U.S.'s 11.4% growth rate, as reported by CBRE's Scoring Tech Talent report.

2 The Canadian sales industry expanded significantly, constituting 12.29% of total employment for individuals aged 25 to 54 in 2022. B2B tech sales employment witnessed an 8.37% surge since 2020, highlighting the thriving Canadian job market, according to Statistics Canada.



WHAT YOU WILL LEARN



SALES FOUNDATIONS:

Our program covers the practices of prospecting, lead qualification, effective communication, objection handling, sales strategies and tactics, consultative sales methodology, setting and understanding sales goals/metrics, and customer relationship building and management.

Our new Essentials for AI in Sales module will help you understand how AI powered tools can help simplify and accelerate everyday sales tasks, while ensuring the legal and ethical risks of misusing AI are understood.



PERSONAL DISCOVERY:

We'll help you identify and communicate your unique value proposition to potential employers and provide personalized coaching for building a strong online presence.



NETWORKING OPPORTUNITIES:

SalesCamp provides connections through networking opportunities and events where sales professionals meet with hiring managers and recruiters throughout the program, and following program completion.



JOB READINESS:

We provide support with resume and LinkedIn profile refinement, interview preparation, networking strategies, and access to job postings and industry insights.



PROFESSIONAL SKILLS:

Our program helps equip individuals to effectively perform their job duties, work collaboratively with others, and adapt to evolving industry demands.



HIDDEN JOB MARKET

Did you know that more than 85% of available jobs are hidden? Most job opportunities are never publicly posted. Unless you're aware of where to search, you might miss out on the majority of available jobs. Online job boards and newspaper ads only display a small portion of job openings. Relying solely on advertised opportunities significantly restricts your options. At Palette Skills, we will guide you in identifying how to tap into the hidden job market.

PROGRAM DETAILS

DURATION:

Option A

Full Time Format

1 week full-time + 5 weeks part-time
(day sessions)

Option B

Part Time Format

6 weeks part-time
(M/W or T/TH)

Evening bi-weekly morning
or evening sessions.

FORMAT:

This is a hybrid program with both live and asynchronous delivery online.

PROGRAM FEE ONCE ACCEPTED:

\$250 CAD + tax

SalesCamp is a 6-week hands-on, online career transition and upskilling program designed to equip you with the practical skills needed to succeed in a B2B sales role in multiple tech industries. The course format runs synchronously with live sessions and has asynchronous components including class readings and assignments. It is for professionals with previous work experience in other roles or industries looking to make a dedicated career change into B2B sales.

Our program builds on the transferable skills that you have acquired throughout your previous experiences and helps you develop the soft and professional skills required to be an effective member of a sales team. Through the SalesCamp program, you will be introduced to our network of Canadian employer partners to support you on your career journey.



PROGRAM STRUCTURE

OPTION A

Kick-off:

1 week part-time



OBJECTIVE:

The pre-program period is a phase designed to empower you with the skills and resources needed for a successful transition into B2B sales in tech industries. During this phase, you will:

- Refine your job search toolkit, including resume refinement as it prepares you for the structured job search period, where you can leverage industry connections and momentum gained during the core experience.
- Foster a sense of community within the cohort to establish a support network.
- Understand the expectations required to meet the program's objectives.

STRUCTURE – YOU WILL BENEFIT FROM:

- Collaborative and independent working sessions with some live instruction.
- A more flexible schedule to accommodate the various needs of participants.

NOTE: YOU WILL BE EXPECTED TO COMPLETE ALL ASSIGNED ACTIVITIES WITHIN THE COMMUNICATED TIMEFRAME TO COMPLETE THE PROGRAM AND OBTAIN YOUR CERTIFICATE.

CORE CURRICULUM

OPTION A

1 Full-time week
(9:00 AM–5:00 PM)



OBJECTIVE:

SalesCamp aims to help you develop skills critical for B2B sales roles in tech industries, and to prepare you for your job search journey.

The learning curriculum focuses on four key pillars:

- Sales Foundations
- Personal Discovery
- Professional Skills
- Job Readiness

STRUCTURE – YOU WILL BENEFIT FROM:

- Sales coaching.
- Engaging in various activities, including learning laboratories, reflections, and sales challenges.
- Opportunities to establish industry connections through meaningful interactions with professionals.
- Live instruction supplemented with independent work completed asynchronously.

STRUCTURED JOB SEARCH SUPPORT

OPTION A

4 Part-time weeks



OBJECTIVE:

Our structured job search support is designed to empower you to transition effectively from the learning environment to active job searching. It equips you with the tools, and knowledge needed to become a confident job seeker in a competitive landscape.

STRUCTURE – YOU WILL BENEFIT FROM:

- Weekly programming to supplement participants' independent job search activities.
- Sessions covering critical topics such as networking, accessing the hidden job market, and compensation negotiations.
- Structured support for participants to apply their new skills in connecting with job leads.
- Regular check-ins with coaches and Palette Skills staff to support the job search process.

PROGRAM STRUCTURE

OPTION B

Part Time Format

6 weeks part-time
(M/W or T/TH)

Evening bi-weekly morning or evening sessions.



OBJECTIVE:

Within this format, the pre-experience, program curriculum and structured job search components as noted in Option A are merged together for a seamless learning opportunity over 12 three-hour sessions. This format is conducive for learners who need a bit more flexibility with their scheduling. The goals are the same – job readiness for a career in B2B sales.

STRUCTURE – YOU WILL BENEFIT FROM:

- Bi-Weekly interactive and live programming including critical topics such as sales foundation, accessing the hidden job market, AI essentials, etc.
- Structured support for participants to apply their new skills in connecting with job leads.
- Weekly sessions that frequently feature industry speakers.
- Weekly group coaching sessions with Palette Skills staff to support the job search process and reinforce learning.
- Tailored support via 1-1 meetings.

PROGRAM FEATURES

- **Mentorship and Coaching:** Receive job search support, including resume reviews, guidance on best practices, LinkedIn profile building, and more, to navigate the job market effectively. Develop essential skills for professional networking and communication.
- **Industry-Specific Training:** Learn industry-informed techniques employed in B2B sales while navigating real challenges in tech industries.
- **Networking Opportunities:** Connect with potential employers, and gain valuable insights and experiences that will support your job search process.
- **Interactive Learning:** Participate in sales challenges that will push you outside of your comfort zone, and provide you with the opportunity to practice key scenarios that can be expected in B2B sales roles.
- **Structured Job Search:** Engage in interactive sessions designed to actively support your job search and career development in a competitive labour market.
- **Alumni Community:** Join our vibrant alumni community, to connect with peers and our network of partners. Engage with SalesCamp's alumni to build new relationships and grow your network.



THE POWER OF NETWORKING

Building professional connections increases the likelihood of referrals and recommendations, especially for unadvertised job opportunities. Networking provides access to the hidden job market, enhances skills through learning from peers, and offers mentorship opportunities. Additionally, it enhances your visibility in the industry and can even provide emotional support through building community, making it valuable for both personal and career growth.

At Palette Skills, we strive to create networking opportunities that foster lasting connections in the professional world for our SalesCamp participants, employer partners and alumni network.

JOB PROSPECTS

SALES DEVELOPMENT REPRESENTATIVES (SDR) & BUSINESS DEVELOPMENT REPRESENTATIVES (BDR)

ENTRY-LEVEL

A BDR/SDR is a standard entry-level sales position in multiple tech industries. This role is often a stepping stone in sales to climb the ladder to other mid-senior level opportunities. SDRs and BDRs are responsible for reaching out to potential buyers, and generating interest in the company's products. In other terms, they will be researching, networking and social selling.

SALARY RANGE

The average base pay for an SDR ranges from 38K-56K annually, with an additional average commission that ranges from \$7,300 and \$27,300. This means the average SDR makes \$60,085 a year.

CUSTOMER SUCCESS SPECIALIST

ENTRY-LEVEL

Customer Success specialists guide customers through their journey with a product or service. They promote the retention of customers by ensuring they have what they need to use the product/service effectively. These roles can be another entry-level pathway into sales.

SALARY RANGE

The average base pay for a Customer Success Specialist ranges from \$43K-\$58K, with an additional average commission that ranges from \$2,000-\$7,000. This means the average Customer Success Specialist makes \$53,225 a year.

ACCOUNT MANAGER & CUSTOMER SUCCESS MANAGER

MID-SENIOR LEVELS

An Account Manager or Customer Success Manager is often part salesperson, and part customer service representative. They are responsible for growing and maintaining relationships with existing customers. They make sure customers receive the needed support to reach their desired goal, and to ensure customers renew their product or service.

SALARY RANGE

The average base pay for an Account Manager ranges from 48K-73K annually, with an additional average commission that ranges from \$13,000 and \$31,000. This means the average Account Manager makes \$72,646 a year.

ACCOUNT EXECUTIVE

MID-SENIOR LEVELS

An Account Executive helps qualified, interested customers through the buying process, builds relationships, provides information and product or service demos, and even negotiates prices and contracts. They ultimately service existing clients and close new deals.

SALARY RANGE

The average base pay for an Account Executive ranges from 49K-80K annually, with an additional average commission that ranges from \$14,000 and \$67,000. This means the average Account Executive makes \$92,753 a year.

ABOUT COMMISSION

Commission is a form of compensation that is typically tied to the performance of an individual in a sales or business development role. It is a variable component of the overall compensation package, in addition to a fixed salary or base pay. Instead of receiving a set amount of money for the work done, individuals earn a percentage or a fixed amount for each sale they make or a specific goal they achieve. In the context of B2B (business-to-business) sales in tech industries, commission structures are often designed to incentivize sales representatives to drive revenue and meet specific business targets.

B2B solutions, especially in technology sectors, tend to have higher price points than consumer products. Selling high-value solutions can result in larger deal sizes, leading to more significant commission payouts for sales professionals.

ADMISSIONS

WHO IS A GREAT FIT FOR SALESCAMP?

SalesCamp is designed for individuals from a variety of backgrounds who are looking to land their next sales role, or to transition into B2B sales roles in multiple tech industries. Participants come from different and diverse backgrounds: customer service, retail sales, entrepreneurship, advanced manufacturing, agricultural technology, health care, hospitality, tourism, food and beverage, freelancing, financial services, education, non-profit sector, etc.



AT SALESCAMP WE TARGET:

Mid-Career Professionals: Mid-career professionals with experience in tech industries can bring valuable insights into the challenges faced by potential clients. B2B sales also offers opportunities for career growth even for those with extensive work history in other sectors.

People Looking to Break into Tech: Canada has some of the top ranked tech talent markets in North America. SalesCamp provides a pathway for individuals to both enter and grow within this high-growth sector through a sales role.

Newcomers to Canada: Newcomers to Canada often possess multilingual skills and diverse backgrounds, which are valuable in sales. The program helps newcomers with prior business-to-business sales experience in other markets transition effectively into Canadian tech industries.

People Returning to Work: People with gaps in their work experience can be a good fit for a B2B sales role because they often still have transferable skills, unique perspectives, and valuable life experiences that can help them succeed in sales. Additionally, B2B sales roles might offer the flexibility they are looking for.

ELIGIBILITY FOR SALESCAMP

TO BE ADMITTED AND ACCEPTED INTO THE PROGRAM, YOU MUST:

- Be actively searching for work and ready to take on new or better employment opportunities in a B2B sales role.
- Be able to legally work in Canada.
- Be committed and able to join the Canadian workforce full-time immediately following the program.
- Not be a full-time student.
- Be a highly motivated individual actively seeking out new opportunities.
- Have at least 3 years of work experience valued from Canada and abroad (volunteering included), outside of school.*
- Have an English language rating of CLB Level 8, or IELTS of 6.5 overall.
- Be available for all scheduled Zoom sessions.
- Be able and committed to attending networking events as part of regular programming.
- Be comfortable using technology and learning online.
- Live in one of the provinces/regions where the program is being offered.
- Have a reliable internet connection device, and a quiet environment for virtual learning.

* Some tech industries require individuals with general industry knowledge and experience, such as Advanced Manufacturing and Agricultural Technology.

[Check the eligibility quiz here](#) to make sure you are eligible for the program.





WHAT TRANSFERABLE SKILLS DO YOU NEED TO HAVE?

SalesCamp emphasizes seven essential transferable skills for success in B2B sales roles:

At SalesCamp we target:

- Research Abilities: Identify clients, tailor strategies, stay up to date, build strong relationships.
- Communication Skills: Convey benefits clearly, understand needs, simplify complex concepts, nurture client relationships.
- Resilience: Adapt, persist, learn from failures, pivot strategies, solve problems.
- Collaboration: Engage with stakeholders, work effectively with diverse teams, identify opportunities.

- Curiosity: Learn, explore, find creative solutions, enhance customer understanding.
- Coachability: Being responsive to feedback and able to demonstrate incorporating it to improve.
- Metrics-focused: Track and demonstrate performance outcomes based on your engagement efforts and activities.
- Building Confidence

Through assigning sales challenges and connecting you to members of industry SalesCamp aims to increase your confidence when interacting with potential employers.

APPLICATION PROCESS



STEP 1: APPLICATION PROCESS

Complete the full application form and follow instructions carefully. Include your most updated CV that reflects your 3+ years of work experience. Don't worry about gaps in your resume or a lack of sales experience. Your enthusiasm and attitude are what matters.

We will also ask you short answer questions to assess your skills, motivations, confidence, and career goals.

Remember to include as much detail as possible! We're looking for people-focused individuals with drive, and who are exceptional communicators.

We don't require specific sales experience, but customer-facing experience is a plus.



STEP 2: EMAIL CONFIRMATION

Our Admissions team will reach out via email within a few days to let you know if we will be moving forward with your application. Check your spam (just in case) and whitelist our domain for the future.



STEP 3: INTERVIEW

We'll conduct a 30-minute Zoom interview and screening. We'll get to know more about you by asking you some questions to learn about your strengths, transferable skills, and how you've managed to overcome obstacles in the past.

Treat this like a job interview. Dress business casual, and make sure your background is professional. Be ready to talk about your goals, your work and volunteer experiences. We'll want to know about everything that makes you a good fit for SalesCamp and for pursuing a career path in B2B sales.

Demonstrate and highlight your experiences by answering questions using the STAR method.



STEP 4: PROCESS COMPLETE

We will advise you if you have been accepted into SalesCamp! You will be sent your payment options and all the information you need about our onboarding process.



WE'RE HERE TO HELP.

If you would like more information about your particular application file and outcome, please email us and a member of our team will be happy to connect with you.



EMAIL US AT:

salescamp_admissions@paletteskills.org

PROGRAM FEE:

The program fee is \$250.00 CAD + tax, payable in one time by credit cash, or e-transfer. For more information about the application process please consult this infographic document.

ALUMNI COMMUNITY

Our alumni program ensures that you stay connected to our network of sales professionals as you evolve in your professional journey.

This community was developed to support your career progression, providing resources tailored to your newly acquired skills, and helping to ensure a seamless integration into B2B sales roles.

The Palette Skills alumni network was developed through the philosophy of paying it forward. As an alum, you're an inspiration to others within the community.

Engage in meaningful interactions, share your upskilling journey, and contribute to the growth of our vibrant network. You will also receive invitations to regional events and in-person connections, webinars featuring industry experts, and other initiatives designed to help you broaden your network and advance your career.

We look forward to welcoming you to our community!



SalesCamp: B2B Sales Training

ALUMNI FEEDBACK



KLAUS ANSELM

ENTERPRISE ACCOUNT MANAGER AT SOFTCHOICE

"You can stand out from other job applicants by doing SalesCamp and leveraging Palette Skills connections with employers. I did SalesCamp in October 2021 and a couple of employers calling and saying they want to do another interview pretty much right away. I started at Softchoice in November 2021, two or three weeks after finishing SalesCamp."

[Watch the full interview here.](#)



JIMMY LIMB

REGIONAL SALES MANAGER AT PRIVACY 4 CARS

"Everything the program said would happen, unfolded exactly as promised till the end. I think it was really helpful for someone going through a career change. The way Palette Skills treats every student, there is so much care involved in the entire process. I can't think of anything better that you could have possibly done. It was perfect."

[Watch the full interview here.](#)



ELENA GREBENYUK

BUSINESS DEVELOPMENT REPRESENTATIVE AT RFDM

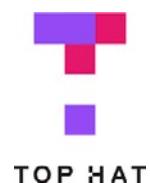
"I loved everything about Palette Skills. I just can't say enough how much I loved it. I took quite a lot of programs in my life. But here we were supported on every step of our journey. We got the coach we could work with, networking events, and everyone was still available even after the end of SalesCamp."

[Watch the full interview here.](#)

Watch more SalesCamp alumni who got hired by Riipen share their experiences with SalesCamp [here](#).

**WHAT ARE YOU WAITING FOR?
→ APPLY NOW!**

SOME OF OUR PARTNERS



EMPLOYER FEEDBACK



PALETTE SKILLS REALLY HELPED STREAMLINE THE HIRING PROCESS...

"Utilizing Palette Skills really helped streamline the hiring process and find a good hire that has a lot of skills from previous work experiences and lots of soft skills. Palette Skills did great in terms of bridging and setting expectations. I think one thing that I can appreciate is Palette Skills is providing candidates with the opportunity to meet employers looking to hire. I really do think that this is a fantastic program and I'm always referring it to other connections that I meet those who are struggling to find good sales talent. You will be pleasantly surprised by the candidates that you see!"

[Watch the full interview here.](#)



KAREN LEGEAR
COO OF RFDM SOLUTIONS

WE'RE HIRING PEOPLE WITH VERY LITTLE PREVIOUS EXPERIENCE...

"I'd say the challenges with the sales development world is that we're hiring people with very little experience, who are starting off their careers in a sales role. So you don't have a lot of experience to judge somebody on. And I'd say the connection to Palette Skills gets us one step forward in determining whether this person would be right for the role or not. We've seen great feedback from everyone."

That's a huge benefit! The candidates proved to have a certain level of interest in our company and that helps. And being able to do that outside of the interview process created a different interview dynamic for us. Getting the opportunity to share a little bit more about the company really helps because we don't get to do that in an interview."

[Watch the full interview here.](#)



EAMONN FILINSKI
HEAD OF GLOBAL SALES DEVELOPMENT
AT ACHIEVERS

FREQUENTLY ASKED QUESTIONS (FAQS):

FINANCIAL QUESTIONS

What is the value of the program before government funding?

The program has been valued at \$3,000 CAD, encompassing the many events, activities, facilitators, and partners who take part in the program.

Are there additional subsidies or scholarships available?

[Check out our Financial Aid Opportunities page](#) for information on financial assistance. We'll let you know if opportunities are available where you live!

PROGRAMMING

Is SalesCamp an accredited program?

No. Participants do receive a certificate to acknowledge the successful completion of our industry-recognized training that can be shared through your LinkedIn profile

How do you decide what to teach?

Palette Skills' programs are demand-driven and designed in partnership with industry and academic leaders to rapidly upskill mid-career workers to fill in-demand roles.

Is there homework?

Yes. The program features live instruction and is supplemented with independent work to be completed asynchronously, outside of the scheduled course time.

Are there tests or exams?

No. SalesCamp is an experience-driven program with sales challenges integrated into the course. All activities are designed to build confidence and the skills required to succeed in B2B sales roles.

Who are the employer partners that help drive SalesCamp?

Our employer partners are different for each cohort of SalesCamp. You can expect to connect with 10-15 employers and industry partners during your SalesCamp experience and our networking events. We have worked with over 200 companies across the country, including Softchoice, D2L, Klue, and many more!



FREQUENTLY ASKED QUESTIONS (FAQS):

PROGRAM ELIGIBILITY

Can I register for SalesCamp if I'm already studying full-time?

SalesCamp empowers participants with industry knowledge and skills for transitioning to in-demand sales roles in tech industries. Participants must be committed and able to join the workforce full-time after finishing SalesCamp. If you're enrolled in a college or university, we recommend applying to the program after you graduate. To be eligible for SalesCamp, applicants are required to have a minimum of 3 years of work experience.

What if I am working full-time? Can I still register for SalesCamp?

Yes. SalesCamp is an intensive experience-based training program. While participants are required to attend all sessions and complete asynchronous assignments, we offer part-time cohorts in the evening that can accommodate candidates who are working full-time.

I'm interested in SalesCamp, but still figuring out if I'm available. When do applications close?

SalesCamp receives many applications, so we recommend applying at least three weeks before the start date.

APPLICATION PROCESS

I do not live in the provinces where the program is being delivered. Can I still join SalesCamp?

Register to [the waitlist](#) to hear if SalesCamp will be coming to you!

Is the Zoom interview recorded?

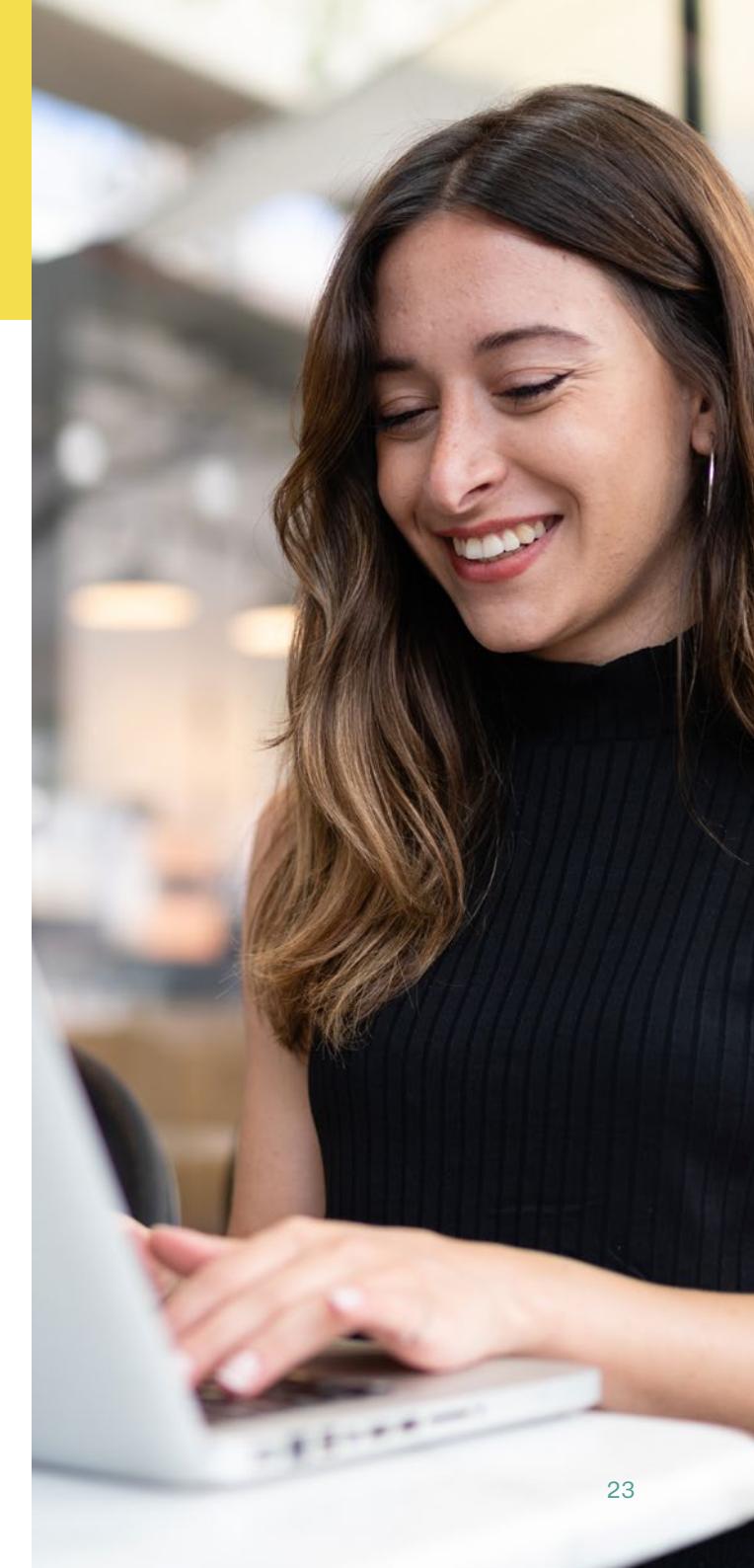
Yes. Interviews are recorded to assist with application decisions.

What are you looking for in an application?

We're looking for people-focused individuals with drive and who are exceptional communicators. In some tech industries, a basic level of knowledge and experience is important to be successful in a sales role (for example: Advanced Manufacturing and Agricultural Technology). While we don't require specific sales experience, customer/ client-facing experience is a plus.

How can I prepare for my interview?

Think of the interview like it's for a job. Dress business casual, and make sure your background is professional. Be ready to talk about your goals, your work and volunteer experiences. We'll want to know about everything that makes you a good fit for SalesCamp and the B2B sales career path. Research job interview questions online and prepare your answers.



FREQUENTLY ASKED QUESTIONS (FAQS):

INDUSTRY & CAREER SUCCESS

What is B2B sales?

B2B sales is business-to-business sales. To learn more about the industry, [check out this article](#).

What are my career opportunities in B2B sales?

There are lots of exciting opportunities in B2B sales! People typically enter the industry as a BDR (Business Development Representative) or an SDR (Sales Development Representative), but there are other entry-level pathways such as Customer Success Specialists, Solutions Specialists and Market Research Analysts. Mid-senior level roles include Account Executives, Account or Territory Managers, Customer Success Managers, and Business Development Managers. Check out this article to learn more about opportunities in sales.

Do you guarantee a job after SalesCamp?

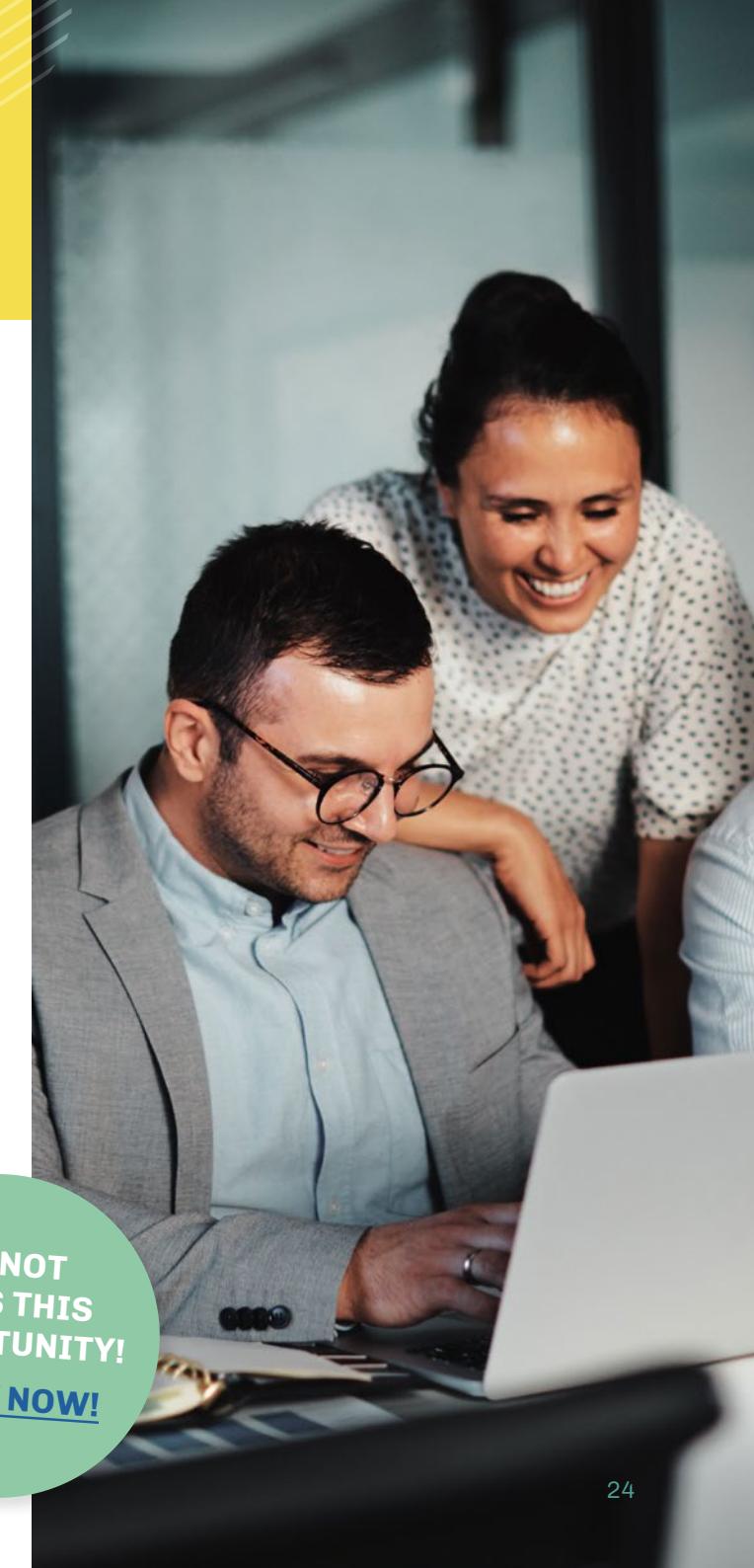
There is no guaranteed job after the program. But job placement is our #1 metric, so we work with participants to help them transition into new roles. SalesCamp staff regularly check in with participants up to 6 months after completion of the program to track and support job outcomes.

What type of job search support do we offer?

Palette staff connects with participants with weekly check-ins during the structured job search period of the program, and facilitates the creation of accountability partners and groups between cohort peers. Throughout the program we focus on professional skills training that prepares you for success in your new career. This training includes coaching, resume and LinkedIn profile review and refinement, interview practice, networking support, and more. We also connect you with industry professionals and hiring managers in the field through networking sessions, panel discussions, and guest speaker sessions.

What kind of accommodations are available?

Palette Skills welcomes and encourages applications from persons with disabilities. Our goal is to provide assistance for accommodations required during our admissions process and program.



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