

Positioning Maps

Chart Your Path to a Meaningful Career

Competitive positioning is how you differentiate yourself from other job candidates and create value for your employer. It's about how you carve out a niche in the marketplace. These customized guides, by position title, help you achieve this.

June 2025

Your Guide to a Job in Tech Sales!

Are you interested in working in Tech Sales when you graduate?

This **Positioning Map** identifies the programs you can participate in at TRSM, to help you develop a specific and relevant skill set that will make you far more competitive when applying to this type of full-time role.

STEP 1 - Understand the Skills Expected of a Technology Sales Professional

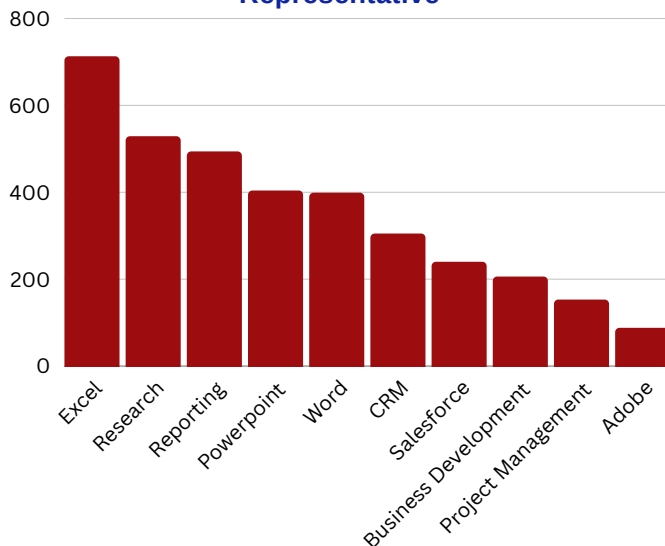
We analyzed 1641 job postings in our job portal, for *Technology Sales* roles, for the period Summer 2017 to Winter 2025, and identified the top most cited technical and professional skills across these job descriptions.

Highlighted below are the skills employers are seeking when recruiting for this role.

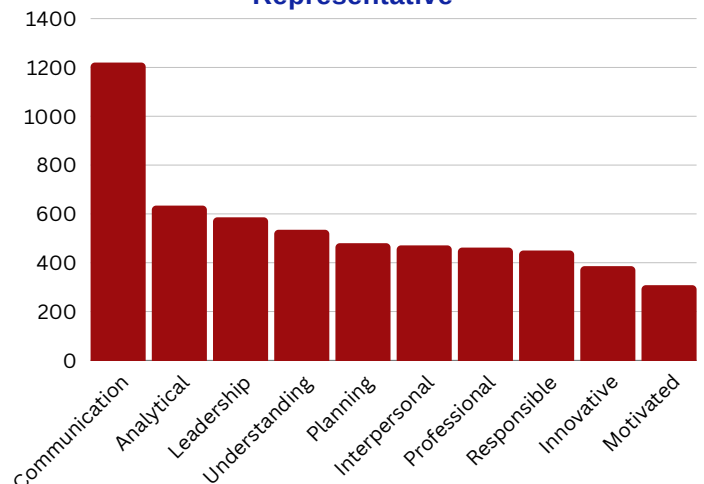
Note the importance of Communication, Excel, Research, and Microsoft Powerpoint, in addition to the ability to effectively report and analyze a problem.





Top 10 Technical Skills for Technology Sales Representative



Top 10 Professional Skills for Technology Sales Representative



STEP 2 - Learn About the TRSM Programs That Align With These Skills

Program	
	<u>Register for Bootcamps:</u> Excel, Power BI, Tableau, SQL, VBA, R, Salesforce (CRM)
	<u>Attend Prep Programs:</u> Consulting, and Product Management Sector Exploration events, Effective Presentations and Business Writing (Emails) Skills Development Workshops
	<u>Join Student Groups:</u> <u>TMU Toastmasters</u> , <u>Ted Rogers Sales Club</u>
	<u>Participate in Case Competitions/Conferences/ Programs:</u> <u>Leadership Development</u> , <u>TRACE</u> , and the <u>Sales Leadership Program</u>
	<u>Ted Rogers Co-op:</u> Depending on your program, students in RTM, HTM, BTM and SAF apply at the end of your 1st year, by June 1. All other Business Management majors apply at the end of 2nd year.
	<u>Hub Insights reports:</u> <u>All About Co-op for Your Major</u> , <u>Industry Sector: Sales</u> , <u>A Day in the Life: Territory Sales</u> , <u>A Day in the Life: Sales Intern</u>

Why Professional Skills Are Important To Employers

Communication Skills

Tech Sales require strong sales skills to understand customer needs and present solutions effectively when negotiating deals, contracts, and new partnerships. Excellent verbal and written communication enhances your networking skills to build relationships with potential clients.

Management Skills

A Tech Sales professional will have the proficiency in managing multiple clients simultaneously and meeting deadlines. Employers require you to have the ability to coordinate resources and teams to execute deals.

Organizational Skills

It's important for Tech Sales professionals to prioritize tasks and manage time effectively to achieve goals. You must have the ability to balance short-term and long-term activities.



Professionalism Skills

Technology Sales professionals are required to maintain a positive, professional and proactive approach to clients and potential buyers.



Analytical Skills

Having the capacity to analyze client requirements and identify opportunities to drive sales is a skill that is universal in any business setting.



Teamwork Skills

Technology Sales professionals work with both internal and external stakeholders. Being able to foster positive relationships among new and existing team members is important in a business development role.



Tech Savvy Skills

Familiarity with Salesforce, Excel, project management softwares, and other collaboration tools allows you to better understand clients and data.

STEP 3 - Prepare for the Interview

Typical Interview Questions for a Technical Business Development Representative

Here are some examples of behavioural questions, paired with answers to guide you when preparing for your next interview. Keep in mind, interview questions can vary depending on the industry and level of the role.



Tip #1 This question tests your communication skills and your understanding of the role. If you can define the parameters of the role, it will show hiring managers that you know what you're signing up for.

What interests you most about working in sales?

“

What interests me most about working in sales is the opportunity to understand customer needs and provide solutions that truly add value. I enjoy building relationships, asking the right questions, and helping people make informed decisions. I'm also motivated by the challenge and the ability to see the results and direct impact of my efforts.

”



Tip #2 This question assesses your ability to persuade or negotiate with customers or stakeholders by evaluating how effectively you can understand objections, identify underlying needs, and present solutions that change someone's mind.

Can you tell me about a time when you turned a no into a yes?

“

During my time as a Customer Service Representative at a telecom company, a customer called to cancel their subscription because they felt they weren't using the service enough. I asked a few questions to understand their needs and realized they weren't aware of a newer, more flexible plan. I explained how it would better fit their usage. By the end of the call, they not only stayed but upgraded their plan.

”



Tip #3 Hiring managers want to understand how you handle pressure, your commitment to customer satisfaction, and your ability to think on your feet. Use your answer to show that you don't just react—you assess the situation calmly, take ownership, and resolve the issue in a way that builds trust. Be sure to highlight how you listen actively, adapt to the customer's needs, and turn challenges into opportunities for loyalty.

Tell me about a time you faced a difficult customer. How did you handle the situation?

“

While I was a Retail Associate, a customer came in upset because the item they had purchased was missing a button. I listened calmly, apologized, and checked for a replacement in their size — but we were out of stock. To resolve the issue, I offered to have the button sewn in-store right away and provided a small discount for the inconvenience. The customer appreciated the quick solution and left satisfied, thanking me for turning a frustrating situation into a positive experience.

”



Meet Tania Rasie

Tania Rasie is a TRSM Alumni from the Law and Business program, with previous experience in recruitment, hiring for entry level tech sales roles.

[Book a 30 minute appointment for interview preparation](#)

Quick Tip!

- Use the STAR method to answer behavioural questions based on your own experiences to showcase your knowledge and capabilities. Review the [Behavioural Interviews Hub Insights Report](#) to prepare.
- Remember to tailor your responses to your own experiences and the specific company you're interviewing with.

STEP 4 - Update LinkedIn and Resume - and Apply

Now that you have better positioned yourself for this role, make sure to update your LinkedIn profile, your resume and cover letter to reflect how aligned you now are with this type of role.

Check out these Hub Insights resources for best practices on doing just this!

1. [LinkedIn](#)
2. [Resumes, Cover Letters](#)
3. [Interview Tips: Behavioural Interviews In-depth](#)

Employers Hiring Technology Sales Representatives

SOTI



Meet TRSM Alumni



Territory Account
Executive at Softchoice

[Rishi Darubra](#)



Working in tech sales is fast-paced and constantly evolving. My days are filled with prospecting, cold calling, managing client accounts, and collaborating with teams like IT and vendors. It's not just about selling—it's about being strategic, organized, and staying motivated. You don't need a technical background to succeed, but you do need to be a people person, manage your time well, and take ownership of your growth. Finding a mentor and pushing yourself out of your comfort zone are key.

If you're a student thinking about tech sales, get involved—join a sales club, take on leadership roles, and try to get co-op experience. Get out of your comfort zone and leverage the resources available to you.

Learn More for Free



Ted Rogers
Sales Leadership
Program

Ted Rogers Sales Leadership Program

The **Ted Rogers Sales Leadership Program (TRSLP)** brings together students, academics and sales professionals to provide a deeper understanding of sales leadership.



Ted Rogers
Leadership
Centre

Ted Rogers Leadership Centre

Access a variety of resources on how to engage through networking, learn new skills and expand the mind through a in-depth speaker series led by academic and non-academic speakers who examine ethics in commerce.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

Bootcamps/Prep Programs

Advance your technical, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current Bootcamps.](#)

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



Career Consultant Contributor

Tania Rasie

Tania is a Career Consultant and a graduate of the Ted Rogers Co-op program. She has experience in campus and early talent recruitment within the IT industry. She aims to assist students in uncovering their career passions while leveraging their unique strengths.



Student Contributor

Abdallah Al-Mahdaly

Abdallah is in his 2nd year of the Business Technology Management program and is currently a Project Coordinator at the BCH. In addition to a keen interest in all things Tech, he spends his spare time participating at events and playing sports.