

# Sales In 2021: Stepping Into The Next Big Trend With Outreach

AIMEE TEJEDA-LUNN: Welcome to the Carson Career Summer Series. My name is Aimee Tejada-Lunn, and I am the industry connections coordinator at the Carson College of Business. And I'll be helping facilitate today's webinar, Sales in 2020-- Stepping into the Next Big Trend with Outreach.

As our attendants log in, we'd like to remind our participants of some helpful ground rules. Please make sure that your microphone is muted upon entry, to prevent echoes in the presentation. Please consider turning on your videos, so the presenters can see your faces. Q&A will be at the end, but feel free to raise your hand, or type in any questions in the chat. WSU students-- please make sure to complete the survey at the end of the session. This will be in the chat as well.

We'd also like to note that the session is being recorded. Thanks to all of our participants for joining. And now I'd like to extend a warm welcome to our presenters, as they introduce themselves.

KEN AMAR: Hey, How's it going, everyone. My name is Ken Amar. I'm a senior SDR manager here at Outreach. I'm also a UW alum, so please bear with me.

SARAH SHAPIRO: Hello, everyone. My name is Sarah Shapiro, and I'm a team lead here at Outreach, and also a UW alum. So, Go Dogs!

NIKKI DAVIS: And my name is Nikki Davis. I'm a sales development representative or an SDR. And I'm actually a WSU alum, so the right thing to say right now is Go Cougs.

KEN AMAR: Awesome. All right, well, everyone-- thank you so much for taking the time to meet with us. I'm going to start sharing my screen and we can get started.

All right, so today we're going to talk about getting into tech, even if you're not technical. As a quick agenda, we'll talk about a couple of different bullet points. First off, we'll kick off with who is Outreach? What is Outreach? What do you all do-- et cetera. And then an SDR career path-- what an SDR does, et cetera. The impact of COVID-- working remote nowadays. And then we'll also share some tips on how to interview, how to pick a company, how to land an interview in the first place. And we'll share some time at the end for any questions y'all might have.

All right, first off-- who is Outreach? Has there anyone heard of us? Raise your hand if you have. If not, totally fine. Not seeing a lot of hands raised, so-- we can kick off.

So Outreach-- Outreach.io, we're a late stage start up. We have about 600, 700 employees. We're based in Seattle, right at Elliott Bay, right next to the Space Needle. Our office is actually right on the water. Amazing view of Elliott Bay.

And a couple of weeks ago, we raised \$200 million. We are worth about \$4.4 billion. We plan to IPO in the next couple of years, so we're a really late stage tech start up-- really a tech company. We're growing to about 1,000 people by the end of this year, so we're really what you can call or a classify as a unicorn. We're worth way more than a billion dollars, and we're growing really, really rapidly.

Awesome. And essentially, what Outreach is-- what we do-- we sell sales software to sales people. So it's really meta because our own sales team uses our sales software to sell to other salespeople. If you're at all familiar with companies like DocuSign, like Smartsheet, AWS, some of the biggest companies in the world-- their sales team, they all utilize Outreach to help them sell better, help them sell faster, to help them sell more persistently. So essentially, we help salespeople sell more.

Our origins are really interesting. In 2010, right after the big crash in 2008, our co-founders, Manny and our other four co-founders, had an idea for an ATS-- an applicant tracking system-- a recruiting software essentially. They got some money, some seed funding, about a million-- 1.2 million.

They developed this app in one of our co-founder's garage basement in Fremont. It's a four man shop, they're working 24/7 in this small ass garage, 24/7 coding. And if you don't know anything about the recruiting software space, it's really, really freaking competitive. There's tons of solutions out there. There's a lot of big enterprise players. It's really hard to get a hold of prospects in this space.

And they had this decent solution. They're trying to call the CEOs, these VPs of HR, to sell them their ATS solution. They're not picking up. No one's answering emails. No one picking up the phone. And so Manny came up with this idea. Manny Medina, our CEO, is like, hey, we need to develop some kind of solution to get a hold of these prospects, because frankly it's impossible. And this is back in 2010. So they came up with what we originally call now a sequence-- a series of sales touchpoints separated over time. And they drop these prospects into this almost like bot. Phone call day one, email day two, LinkedIn task day three, and so on. Just to get a hold of them, to sell them their ATS. And they get to these meetings. Manny Medina, our CEO, is our first SDR, first sales guy. He's presenting their ATS to this couple of companies, and they're all like, hey your ATS is all right. What we're really interested in is how you got a hold of us. Are you selling that product?

And so like any great entrepreneur, our CEO and our executive team pivoted. They're running out of funding and they realized, hey there's a ton of market share possible in selling outreach sequences. So we're born out of necessity and survival.

We exist within the sales tech landscape. There's a bunch of different solutions, a bunch of different platforms. But really you can boil it down to a couple of key things. The first, the basis for any sales tech landscape, is CRM-- customer relationship management tool. It's really just a data repository-- it stores a bunch of information, stores records, contacts, phone numbers, really any interaction you have with a prospect or customer. This database, Salesforce, for example, stores all of that.

Now, if you're a sales rep, you've lived in this database. You've got to make phone calls, so you need a dialing solution. We use VoIP, so dialing over internet. And then you need LinkedIn, any kind of social touchpoint solution. Inbox, like Gmail, Outlook, et cetera. And so there's a bunch of different tools in this landscape. But what our product does is it combines all of them seamlessly into one platform. You can make dials, you can send emails, you can see account history, all within Outreach. And it bidirectionally syncs with all these other complicated, small little tools everywhere else. So Outreach really simplifies this tech landscape.

And like I mentioned, in the past, our real bread and butter is what's called a Sequence-- a series of sales touch points separated over time. You can almost think of it as persistent communication. If you're not familiar with the B2B world, it's very, very difficult to get ahold of prospects. You can dial a prospect every single day for a year, but if you're not that persistent, you're not going to get ahold of him. Most sales reps, regardless of whatever industry they're in, they give up after the third touchpoint. And that's where Outreach Sequences comes in. You can build out a 30 day sequence or cadence-- a LinkedIn task, a phone call, emails, email follow up, text message even, that allows you to be persistent at scale. So you can reach out to more prospects in a more meaningful and more persistent way.

All right, awesome, I'm going to pass it over to Nikki and Sarah. We'll be going over the rest of the slide deck. Nikki—

NIKKI DAVIS: What an SDR is, essentially what Ken just talked about. I'm essentially the person that is doing all of that outreach-- so making those calls, writing those emails, reaching out on LinkedIn. But just a little bit of background on me as well. I previously mentioned, I graduated from WSU back in 2020, so there was no walking for me. I'm not sure how close you guys are to graduation, but super exciting. And then I actually went ahead and majored, I was a Comm major, specifically for public relations. And then I minored in human development.

So my career path wasn't even sales focused, especially not even tech, because I really was looking to do something more in the communications realm, or even do more child development things. That was more of my arena. But upon graduation and taking some small sales jobs just because it sounded interesting, I kind of looked introspectively and realized that this was definitely something that I would want to do for a long period of time. I think it's just was focusing on the things that I actually think that I'm good at, which is-- communicating with people, building those relationships. And also the things that I like, which I like winning, I like winning people over, and getting those meetings.

So those kind of things really just led me to Outreach. And one of the really fun things is, I was introduced to the company through a friend that I had met at Wazzu. So he had worked there, and I found him on LinkedIn and we kind of connected and that's how I got started. So utilize your connections-- Cougs help Cougs.

And so I started. It's about my third month now, and it feels like I've been here for years. It's just been a super incredible learning experience. I'm learning a lot about the business development skills that are just going to be necessary for me to be successful in any career in my future. And the importance of building those relationships, and essentially just really how to be more confident. And I think it kind of transpires across even into your personal relationships, like learning how to listen. I think that's something that everyone needs to do, and I definitely have gotten a lot better at that-- asking the right questions, and just communicating effectively with people around you.

And I also learned a lot of new acronyms. I'm sure that you guys have already heard a bunch. The SDR, that's me-- that's probably the first acronym you guys are learning. Go ahead and switch it. Yeah, so, essentially, like I said, we are technically a networking team, so doing all of that cold calling-- which if you guys aren't familiar, it's like you don't know the people you're calling ahead of time. So you're really finding these people on LinkedIn, doing the research beforehand, and then trying to get them on the phone to have a valuable conversation, then set up a meeting. That is essentially what my day to day task is.

Effective cold out-bounding is not talking at or yelling at your prospects. So this is not Wolf of Wall Street, and we're not manipulating people into meetings either. We're there to provide value, not create problems for them. And once again, not really pushing people into meetings, because while it might be effective at the time, people probably won't show up, and that's also not our main goal.

It is, however, a really effective way to book with meetings and connect with people. I think it's fantastic, too, that I have the unique experience of working on the platform that I'm promoting. So that kind of makes it a lot easier because I know how helpful it is, and it's been successful. And so that just makes my

job a lot easier. And it's actually the way that most of these business deals are starting nowadays. And it's also just, overall, a great life skill.

Career paths from an SDR-- that was one of the really big things that I was looking for as well, because even though my passions may have lay within the human development realm, there's only so far you can go. And I was looking for more of a career progression, another reason why I moved into this role.

From sales, you can go into an account executive position-- that's more of a closer-- client success managers, and then I'm actually looking to move into a leadership management role. But even during my time right here, I've had a lot of-- I have had a great time making connections with other team members and helping them in any way that I can. So, still looking introspectively at the options that I have. So hopefully I'll be moving into the leadership management, but of course, you can always go the project manager's route or even just training consultant or sales enablement, just based off of what you really have a preference.

And then, passing it over to Sarah.

SARAH SHAPIRO: OK, thanks Nikki. So now I'm going to transition into talking about navigating the remote job search. So a little bit about my experience. I also graduated in the spring of 2020, graduated from UW. And, at the time, I really had no idea what I wanted to do with my life. And it was a very scary time to be applying for jobs because like the start of the pandemic. So kind of going into college, I never really thought sales was going to be for me. I'm a pretty introverted person and I kind of had that idea of the pushy car salesman. I was like, I do not want to do that.

But through my time at UW I ended up actually doing a sales program, and having an internship at King 5, which is like a media agency. And, through that internship, I learned how sales was really about creating those relationships with the people you're going after, and also that there's a lot of creativity involved in it. Outbound prospecting, you really get to try and research what's going on with that company, what they care about, and try different methods of engagement in order to get their attention, which I think is super cool. And I love being creative, so that was really kind of my strength.

In terms of finding Outreach, given that it was the start of everything shutting down, the main jobs that were hiring were for sales. So I started searching on LinkedIn, looking at tech companies, looking in Seattle, and I came across an old friend who I saw worked at Outreach. Had a phone call with her, thought it sounded like a really cool company to work for, and I applied. And then I end up getting the job and starting in July of 2020.

Through my time here, I've had a really, really fast pathway to promotion. I started out as an Agoge SDR, just working with the US SMB segment. Then I transitioned to work on the new markets team, specifically into Australia. And now I am a team lead here. So I'm managing the newer salespeople within about nine months of working here, my first job out of college, which I think is a pretty unique experience.

But even given that, I had a really, really big learning curve starting out. Graduating, and then having it be my first job, and never having experience in sales or in tech, it was super overwhelming to start. And especially not being in the office, and not having that face-to-face communication that you normally get when starting a job.

So a couple of ways I really overcame this is I always, always reached out for help. When you're working mainly over Zoom, you're in a remote environment, your managers-- the people who are there to support you-- they're not going to be able to see if you're really struggling a lot of the times, or specifically where, because they're just not there with you. So it's really, really important, if you do start a remote job, that you always reach out and ask for help, and specifically identify where you're struggling, because that's really what's going to get you off to a great start.

The second thing is to utilize the resources around you. So when I started as an SDR, I was constantly studying all the material I had, utilizing our entire tech staff, as well as reaching out to a ton of people, to try and schedule time to learn from them. So reaching out to more senior people in the role, reaching out to my manager, utilizing every possible angle that is provided.

And the last thing is practice. I think having the extra added difficulty of being remote, you're going to need to work a little harder to get where you want to be. So I practice my cold calls every day, practice emails, was always studying my material, and I think doing those three things right off the bat really helped me stand out, and really improve right from the start.

So, here's just a couple of tips for navigating the remote job search. I would say the number one thing that's going to be most important for anyone searching for a job is utilizing your connections. LinkedIn is going to be your best friend for navigating a job search, especially if you're trying to get into the tech and tech sales. So make sure when you are looking at companies, identify if you know anyone that works the company. Do you know anyone who knows someone who works in the company? Are there any fellow school alumni that work with that company?

And if you have any of those connections, make sure to send a LinkedIn connection request, if you're not already connected on the platform. Message them, ask could you do a coffee chat, and see if you can connect and talk with them. What this is going to do, is it's going to give you relevant information about

the company and the role. It's going to show you the upsides and downsides of working at that particular place. It's really going to give you information that will give you a competitive edge when applying to this role. And ultimately, most times, it will end in a referral.

So if you reach out to someone, they could submit something internally through their company, which would-- most of the time-- either at least put your name out there, and that someone is there to vouch for you. But, more likely than not, get you one step further in the application process, and help you stand out amongst all of the competition that's applying.

And the other thing I do want to stress is people are busy and follow up is key. As a team lead here, I get a ton of connection requests. I almost always accept them, and I get a ton of messages. But the people who stand out to me, and who I will eventually message back, are the people who are consistent. They'll often message me three or four times before I give them a response, because that's just how sales is. You've got to do follow up-- that's what Outreach is for. So don't be afraid-- you don't want to be too aggressive, but don't be afraid to check back in, to follow up after a conversation, and make sure that you're top of mind. Because if you are reaching out to someone who is a manager, they're likely going to get a ton of requests like that.

The second thing is do your preparation. Make sure when you're applying, when you're interviewing, research the company. Make sure to match your resume to anything relevant in the job description, and make sure to practice. Practice common interview questions. Prepare questions at the end. Just make sure you come in prepared, because that's going to be a-- set yourself up for a better interview and better interaction.

And lastly, you're going to face rejection. So do not take it personally. You're probably going to apply for hundreds of jobs, before you get one. So instead of-- everyone goes through this experience. It sucks, but just understand that it's not you. And when you do get a rejection, always ask for feedback and learn from it, so you can improve for your next interview.

And so this is just an example of how I got the job at Outreach. So first I had a chat with a connection, like a college connection, and she gave me a referral. And she also told me to reach out to a sales manager whose name is Brooke Bachesta. So I connect with Brooke completely cold, sent her this message. She was super nice. And after the first try, sent me her calendar invite so I could chat with her. Schedules sometimes connect, came prepared to ask questions, and then I followed up with her after it. I thanked her for taking the time to speak with me. So this is always a really good practice, and just an example of how you can leverage connections and leverage LinkedIn to really make-- put a face to the name and keep you top of mind.

OK, landing the interview. So, in order to get that interview, it's important that you make your goals known. So, like I said before, make sure to update your LinkedIn, freshen up your resume, get feedback on it. I'm sure that your college has like a resume Career Center-- utilize that while you still have it. And always match your resume to the job description. Reach out to hiring managers at companies, like I did with Brooke. Reach out to reps to ask what's their current role. Utilize networking, and only apply to one position per company, just to show that you know what your specific goals and wants are, and that you have a strategy and reason for applying.

NIKKI DAVIS: I'm going to go ahead and talk about what to look for in a company, because, unlike Sarah, I was not smart and jumped right into Outreach. I worked for a couple of different companies that didn't work out. But for training and resources, this is actually something that I think is incredibly important. Because it's not impossible to be successful without proper training, but it is going to make things a lot harder. And so it's important that you work for a company that you know is going to spend the time to make you successful, and genuinely cares about their employees success. You don't want to look and see if people are turning over quite often-- those kind of things.

Here are some examples of questions that you can ask. I would use these during the interview process, but you can also always utilize those connections as well and kind of ask more internal questions. And then, more about the leadership and company growth. So I think this is also super important, because there are a lot of companies-- like we said, we're on the back end of a startup, but we're growing like crazy. And so the opportunity is just incredible. And so that was something that I really started to pay attention to. Once working for some companies who maybe weren't doing the best, and going through such a difficult time, especially due to COVID, and so that was something that I hadn't paid attention to prior, but I think it's really, really important.

And so again, here are some just examples of the questions-- like how successful has their leadership been? How long has the leadership stayed there? And then also LinkedIn is a huge place to find content on what they're focused on, and to see if they're hiring, and those kind of interactions as well. And then professional development and upward mobility-- once again, that was something that I specifically really was looking for, because I am always looking to continue to grow. I want to be better than I was the week before, and that comes to career progression as well. That's what moved me into this role. It's always something to know when joining a company-- what are the possibilities past this point? What roles they typically are moving into? The kind of timeline that comes with that, to see if it's something that you're really looking for-- something that's consistent with what your personal professional goals are.

SARAH SHAPIRO: If you are interested in a career at Outreach, here's what you can do. First off, our application can be found online. Just go to the Outreach website, find sales positions-- it's the Sales Development Representative role, that's the one you're going to want to apply for. But most importantly, utilize LinkedIn and network. Please reach out to us. Our emails are all up here, for you to send us a message. Also, we are all on LinkedIn. So please look us up, add us on LinkedIn, and send us a message to chat with us. It's a super great opportunity to be an SDR here. We're hiring a ton, actively looking for upcoming hiring classes, so please, please reach out if you have any questions.

KEN AMAR: All right awesome do we have any questions for us y'all?

NIKKI DAVIS: Yeah Christopher, what you got?

AUDIENCE: I think I came in a little bit late. I was just wondering if you guys might be able to do a little overview of just whatever you went over at the very beginning.

KEN AMAR: Definitely. Yeah, beginning I just talked a little bit about what Outreach is-- we're a sales software for salespeople. Late stage start up, we're worth \$4.4 billion, we raised \$200 million a couple of weeks ago, actually. Based in Seattle, right in Elliott Bay. Actively growing our sales team, our product team. We're going to end this year at about 1,000 employees.

AUDIENCE: Thank you

AUDIENCE: Is there any-- is there many opportunities for summer internships? If we're thinking about a future career here, could we get that internship, just show us, hands on hand, what the company is about and what we can expect for a future career? For upcoming classes, because I don't graduate until 2023. So, would there be an opportunity for me to see what the company would provide next summer, so I could be that much more prepared for future career.

KEN AMAR: Yes. Obviously you missed this year's summer intern class, but for next year I believe we do interviews and hiring around April. But we do every summer, we usually have a cohort of anywhere from 5 to 10 summer interns, specifically SDR interns. We'll hand you a book of business, usually 100, 150 unqualified accounts. You'll actually go through the motions an SDR does, so it's going to be a really hands-on, proactive internship. We don't expect you to get coffee for anyone or anything like that. But it's a lot of fun, you learn a lot of relatable skills-- how to utilize a product. We essentially treat you like a new hire for your 10 week program. Great question.

NIKKI DAVIS: Yeah, and then you also get Sarah as a manager and she is awesome.

That's great and then, Sharon, so I wanted to answer your question, just because I was a recent grad. Yeah, I actually do feel like college prepared me for a lot of what I'm doing right now. I actually specifically took a course called launch pad. I'm not sure if it's in the Carson, in the School of Business. But what it was, just a one credit semester long thing where they kind of talk to you about resume building, interviewing, all those different things, because I would just utilize my work, utilizing my resources within the Murrow College. But also I think a lot of the things that we do when it comes to writing, or just even having those conversations with professors, sending those emails-- all of that just builds up to what we're doing here.

And also I think the biggest thing that we all learn at school, is how to learn, and how to be open to new information. And that will-- is 100% applicable to this role.

SARAH SHAPIRO: OK, I can take the next question. Why did you choose sales over another customer facing role? I think the great thing about sales and especially an entry level sales position, is the skills that you learn will set you up for success in any role that you take on afterwards. Like Nikki said in the presentation, we have people who go into leadership, into account executive roles, into marketing, into CSM roles-- so it really just opens up the door for you, for anywhere you want to go after it because of the communication skills and research skills that you learn. So I would say that's number one.

The SDR position really taught me how to do research in a really great way. And from what I learned into writing skills, with outbound emails as well as summarize that information to do an outbound call. I learned how to build rapport. I learned how an overall business and sales organization worked, which is all really, really great information.

The second thing is the fast-- or the promotion opportunities I touched on before. And then lastly, sales is a super, super lucrative career, so you can utilize these skills in any other type of career. But you have the potential to make a really, really good living from sales right out of college, which I think is really, really unique compared to a lot of other roles that you'll come across. So I'd say the combination of those three things is really why I chose sales over a different customer facing role.

KEN AMAR: And you know I'm going to chime in there as well, too. I chose sales. I kind of had a roundabout way ending up at Outreach, but really simply, I'm sure a lot of you can relate with this. I had a ton of student loans. Was finishing up school, I was like, all right, I'm going to go to law school. I got to save up more money for that. Jesus Christ! And all my buddies were getting jobs in tech. And I had never heard of what an SDR does but I was like, I figured I could do that for a year, save up some money, pay off some student loans. I did it for six months-- I made more money in six months than I would have thought possible. I think it's really important to stress that sales is a very tough role, and SDR is a really

tough role. But we have reps on our team who are clearing-- like our top producer last year made around \$150,000. Fresh out of college, no sales experience, knocked it out of the park. Our top performers on average earning just a shade under 100K a year. Sales is really tough, but it does reward those who hustle, and there's unlimited career commission potential. And this is just as an SDR, as you go on to an AE road or CSM road, the potential for earning like hundreds of thousands of dollars in commissions are a very highly possible. And I know myself, quite candidly speaking, I'm very money motivated. I've got bills to pay. I've got other things to do, and that financial freedom you get in sales as an SDR in Outreach is second to none in my opinion.

Any other questions y'all, don't be shy.

STAFF: I don't know if you guys saw this one on the chat, but it just says-- do you know if next year's summer internship will be remote or in office?

KEN AMAR: And so, that's a great question. So we don't know yet. I will tell you though, for this year, our entire team is remote. We do have plans-- knock on wood-- to just go remote. We've done this job remote. We have the option for team members to come to the office if they want, obviously there are some precautions around that. But a lot of our team has done this job-- has done really well remote. Like Nikki, for example, she's going to have a record breaking month this month, and I think you're in Redmond, right? This Month.

NIKKI DAVIS: Yeah, I made enough money to move out of my parents' house so—

KEN AMAR: Love it! But yeah, we'll have different options available. My office will always be open, but I think a lot of SDRs, a lot of people finish out school. They want that flexibility to either work in the office or work from wherever they want.

STAFF: I just wanted to double tap on something that I believe Nikki and Sarah went over. I used to be a logistical supply Sergeant in the Army for nine years, started out at Fort Lewis. And I could definitely say that what they were saying about networking, constantly asking questions. If you don't know what you're doing, try to find someone who does, and they can usually refer you to another person, another person, another person-- just a constant flowing chain, in order for you to be able to not only gain knowledge in your field, if you are just starting out. Definitely do not be afraid of asking questions, write them down, and go to somebody. And even if they don't know, they know somebody who might know, and they constantly keep asking questions and trying to get as much information. And even when it comes to maybe you have to fill out certain documentation you've never done before, or that documentation can be filled out for multiple different tasks, try to find someone who might have copies. What we call a continuity book,

almost, of getting documentation-- how would you fill it out for this task? How would you fill it out with this task? And get copies of that, so you can get examples on how to do your job better, and fill out the paperwork properly for whatever task you're doing. I just wanted to add on to that, from what I learned.

NIKKI DAVIS: Yeah, totally. And that kind of actually just gave me an idea too because Griffin just asked what's your favorite part about working at Outreach, and I think my favorite part about it is really the people. Because everyone, most of the people who had started here had started as an SDR, so there was always millions of people that you can ask. And I think that it is super important, especially while being remote, that we have that community sense, and where we can ask questions to everybody, and have the camaraderie. And so I definitely think that's my favorite part about Outreach so far. But Ken really touched on it through the paychecks. Awesome. Which is a bonus. But yeah, just like great environment. You definitely want to pick a company that you want to work for long term. And so I was happy to find this one.

Amy, that is actually fantastic question. Sarah kind of brought up Brooke earlier, we're really working on improving diversity, inclusion in everything. It's actually something that I've attended it's called Gals and SALs, so it's an event for all of the female salespeople to kind of get together and it's kind of a community thing in that, which was super awesome. It was really nice to meet everybody. And so there's definitely a lot of support groups in this organization and a lot of it's called missions that we're trying to put together to get more women obviously involved. But I'm sure Ken and Sarah can touch on that a little bit more.

KEN AMAR: Definitely. So, a couple of things on that. That's one of our core values. I know a lot of tech companies have core values like honesty, trust and whatnot. But I think it's important to note a couple of things. Our CEO happened to be a person of color, he's a first generation immigrant from Venezuela. And diversity, we find strength in diversity and inclusion, that's one of our core pillars. Things we're doing on the SDR department side, I've actually reached out to HBCUs. We've established partnerships with Howard University, we're sponsoring their business school, some of their business classes. We're going to be flying out to Atlanta in the fall, hopefully when things settle down, to speak at some of the events there. Gals and SALs, that's a great event, that program that Nikki brought up, that's led by our CRO Anna Baird, who happens to be a female tech professional in a c-level suite. We also have a ton of ERGs, employee resource groups. Affinity groups are different folks. I lead our API group, we have one for the LGBTQ community, and other communities as well, too. So it's really important for us-- diversity, equity, and inclusion. Sarah, do you have anything else to add there?

SARAH SHAPIRO: Yeah, I think you guys both summed it up pretty well. But I just do want to add, even since when I started, the efforts and kind of communities that are being created to promote DEI efforts-- I've already seen so much change and improvement in that regard. For example, I know when I started

out, there were a lot less [INAUDIBLE]. Speaking from like a female perspective, there were a lot less than there are now. And now Nikki's team is literally all female SDRs, which I think is a pretty cool thing to see, in a span of like eight or nine months.

NIKKI DAVIS: That's a great question. Transferable skills, I think we kind of already touched on building relationships. I know that that is definitely going to be super important moving into-- if we ever decide to move to different roles. But are you talking about transferable skills, from what we've learned or from—

AUDIENCE: So coming in with your knowledge base from graduating, and your work experience before Outreach, what are some of-- what are some of the qualities that would apply to this role, of course, that you would grow on and build with, once you are part of the company. Just what are some of the skills that you came with, that naturally connect with sales?

NIKKI DAVIS: OK. Yeah, totally. I know because it's kind of interesting, because I wasn't even in the right school, I guess you could say. But I definitely think that written communication that I learned through Comm, and just overall written communication goes into phone calls, and writing those emails, and everything. That really, really did help. Also I think the information that I learned about human beings, and how to connect with them through human development, is also something that I found super valuable, not only in my professional but also personal life. And those are obviously being developed as I continue to build relationships with new and different kinds of people through all of this outreaching. But I think really it's just about knowing how to work hard and knowing-- wanting to learn, wanting to continue education, even after graduating. And the two are probably the most important things that you'll need in order to be successful salesperson. I can keep talking.

Yeah fantastic question.

SARAH SHAPIRO: I can take this one. So for Outreach, it's kind of a multi-step process. So you start by just applying on our website, then immediately after, you are sent a sales assessment. So essentially you just take a-- I think it's like a 45 minute quiz, with a number of questions on how you would approach situations, just to determine if you would be a good fit to go on with next steps. So after that, if you pass the assessment, then you do a phone screen with either one of the team leads. So like myself or a recruiter. Our recruiter is Mandy, she's great. So she also does the phone screens, and then from there you-- the last step of the interview process-- the panel interview. So it would be like 30 minutes with three different people, usually a manager, or two managers and an SDR, and there would be two practical application pieces. So we would give you the script ahead of time, we would do a mock cold call, and then also do a mock email. So that's kind of the steps of the Outreach application process. It's pretty lengthy, but we just do that to ensure that it's 100% going to be a good fit on both ends.

NIKKI DAVIS: I could talk about biggest challenge. So I guess there was a lot of challenges, definitely, but I think the biggest challenge was learning about tech. I mean obviously, you don't have to have any prior knowledge before entering into this position, it is just a lot of information. So that was the biggest thing. And then also using the skills I learned, like the written communication, but on a professional sense. So a lot of the verbiage will change and the steps that you take to properly create those relationships. That was probably one of the biggest things. But I've had really good teachers. So, shout out to Sarah.

AIMEE TEJEDA-LUNN: Any more questions?

Well, I want to say thank you to Ken and Sarah and Nikki for sharing their insights with us. It was just great to have you join us. And, as a reminder, we asked attendees to please complete the survey that's going to be in the chat before you log off. Let me just share with you guys. So that's going to be dropped in the chat. We have a few announcements, just moving ahead for the career series.

Tomorrow we're having Dell stop by, and they're doing a webinar on business connections and tech industry. On Wednesday, BP is stopping by to do a webinar-- landing an internship-- steps to success. And Slalom is doing a webinar on how to maximize your informational interview. Also look in Handshake for upcoming career events. The Carson internship fair is coming up, and career networking night is open to students.

Last but not least and I remember, I think it was Sarah that mentioned this-- if you need help with your job search or interview prep, this is how you would do it. You would just actually go on to Handshake and you can set up an appointment with a career specialist.

So they should be jumping into the chat. Again, thank you to our wonderful guests. We appreciate everyone's participation in the Carson Career Summer Series, and we'll see you at the next event. Go Cougs.

NIKKI DAVIS: Go Cougs. Thanks guys.