Bow Tied Cocoon

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$599

Zero to $100k: Landing Any Tech Sales Role (Course)

Course • 39 Lessons

Land your first $100k+ sales job or GET YOUR MONEY BACK!

Get dozens of detailed templates from prospecting to outreach to the interview process as well as unconventional strategies to truly stand out from the crowd.

80+ people already landed a 100k+ role by going through the BowTiedCocoon 3-Part Method.

ENROLL NOW

This Course Is Not For Everybody

This material is for those that plan to **break into the Top Sales Organizations** in the world (mostly tech) where entry-level can clear **+100k in year one**. The standards are MUCH higher but I will teach you how to breeze through the process.

80+ People Already Landed a $100k+ Job

See What They Have To Say

before

the documents i sent over to the sales manager helped me skip a step btw

meeting head of vp sales friday

insane how it works

5:11 PM

well done bro!!

how many interviews did you get so far?

3:52 PM

started applying july 15 with my own cover and cv, applied to 20 got only 1 reply

july 20 used your advice and edited, applied 10 got 7

4:00 PM

from then on i had an average of 1 meeting per day haha

4:02 PM

after

but..just got an offer with BetterCloud - 51k Base, 76k OTE with uncapped commission & fully remote too

9:22 AM

thank you for all your help Cocoon, the recruiter told once I got off the phone with the Director of BD & the hiring manager - they called her up and said "we really want to hire her" and that they're excited

9:23 AM

So if I have an offer (and they want an answer by tomorrow noon so they can ship my computer) but 4 interviews coming up what should i do?

9:25 AM

before

Monday, April 18

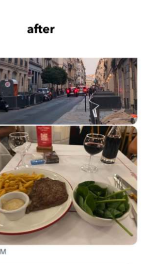
Bro I have Bipolar Disorder so have spent a while out of the workforce (last worked Feb 2020)

I have experience at the likes of Uber where I was a BDM in the marketing department and OYO (signing up hotels to the brand) - both in London

What can I do to get back to a sales job? I'm fucking good at it but mental health has cost me years of my career and not working has broken my financial stability and is causing my relationship to teeter on the brink

How can I get back to work?

after



3:38 PM

I am on an all-expenses paid trip to the HQ of the SaaS place I'm now in my 3rd week of being an AE at thanks to your CV template and interview guide

>$70k base and unlimited OTE potential... you changed my life

Update: they called me back today, they offered the job. $51K base - $85K OTE. Honestly I'm happy with it, considering the wages are lower here in Canada + my experience lol. Will dive into Chad Salesman course and improve hard, this is a step towards a good future in this career for me.

6:45 PM

Thank you for all your content because if I never saw your original blog post w/ bowtiedbull it would've never sent me back down this path. I was pretty anxiety filled the last few months, but with these good news I just took a breath of relaxation and finally have some direction

6:47 PM

brother $85k is just another way 100k year 1! Congrats

6:48 PM

G2 @itsgeetwo0808 · Jun 18
Replying to @BowTiedCocoon
@BowTiedCocoon helped me every step of the way to break into enterprise sales. Has a great understanding of how to position yourself and align your unique skillset in the right way for any sales role. Highly recommend.
1 · 1 · 3

Followed by some Tweeters you follow
the Kid @itsthekidd · Mar 30
Replying to @BowTiedCocoon
Used the free interview prep guide in here and got an offer at a top SaaS company - recruiter told me they'd never hired someone this far out in advance before (start date is in a few months). Big vouch
1 · 4

Today

Cocoon,

Your. Shit. Works.

Not only do I have an offer for $75k OTE on the table that I'm definitely going to take, but I also got offered SMB AE for $125k OTE after my final round today. I want to thank you for doing what you do, being an amazing resource, and for being supportive of me throughout this entire process.

The hiring manager was so blown away by me submitting [redacted] interview that I ended up knocking out one of the finalists they already had after having three rounds with them in three days.

'Twas written

Course Curriculum

Genesis: The Secret Sales Formula

PART I - The Garden Of Eden: Building A Lead List Of Hypergrowth Sales Organization

Step 0 - Prospecting Guidelines :
Step 1 - The Platter of Gold: Top 300 Sales organizations by Role & Salaries
Step 2 - Obtain Referrals at Hypergrowth Organizations (Cold & Hot Leads)
Step 3 - Referral meeting booked, now what??
BONUS DOWNLOADS (Part 1)

- Your Application Tracking System
- Top 200 Sales Organizations to work for by role (SDR, SMB AE, MM AE) and make BANKS! + expected compensation
- ABC to vet hyper-growth organizations on your own
- 3 different specific strategies to get referrals
- 7 detailed outreach templates
- Non-conventional tips and tricks to get referrals

PART II - Tech Sales Resume Writing (CV + Cover Letter)

Basic Rules
The Secret 8 Frames to Supercharge Conversion
Top 15 Most Converting CVs & Cover Letters (Before & After)
BONUS DOWNLOADS (Part 2)

- The Top 15 Most Converting CVs And Cover Letters (Before & After)

PART III - The 6-Step Chad Method To Nailing The Interview Like The Top 1% (And Get The Job 99% Of The Time)

Revealing the Matrix Behind the Interview Process
Exposing Hard Truths About Sales Hiring Managers
The 6-Step Chad Method to Nailing the Interview (and get the job 99% of the time)
Part 1: Territory Plan (1-pager)
Part 2: Sourcing a Lead List Of Potential Accounts
Part 3: Breaking into Accounts & Booking a Meeting
Part 4: Qualifying & Pitching Prospects (Pitch Script & Mock Up Call)
Part 5: Bringing Everything Together - Automation & The Ultimate Email Sequence: Get New F500 Interviews in Your Sleep
Part 6: Hack Final Interview Round with Sales Leadership (VP & Director)
BONUS DOWNLOADS (Part 3)

- The Interview Prep Cheat Sheet (all the questions and how to answer them)
- Lethal Questions to Ask Hiring Managers and Qualify THEM
- Territory Plan Template (1-Pager)
- Lead List of Qualified Prospect Template (+ BowtiedSystem Step-by-Step Video)
- 3 Strategies and outreach templates for Breaking into Accounts (+BowtiedSalesGuy Bonus Strategy)
- Secret Method to Get the Pitch Script of Any Company in 20mn and for FREE + Cold Call Pitch Script Template.
- The Ultimate Email Sequence to Win Sales Hiring Managers (and automation to book interviews with F500 companies *in your sleep*)
- Final Interview Round Talk Track to Win Sales Leader (VP/Director) + Questions You Should Ask

Appendix

- Sales Language 101
- SDR & SMB AE Interview Assessment Case from a F500 company (with solution)
- The Quick and Dirty Math of a $100,000 US Token Sales Job

Common Questions & Answers

FAQ

What if I don't have experience in sales at all? +

What if I do have experience in sales? +

What if I don't land a 100k role after taking this? +

What kind of Resume/Cover Letter will you provide? +

Do you recommend the course if I'm outside the US? +

Can I gift your course for a friend/coworker? +

How can I get in touch with you? +

How I got into Everything Tech Sales

Meet BowTiedCocoon

Hey! I'm BowTiedCocoon.

I landed my first tech 100k sales job at 23 and have been in the sales land ever since.

I helped a few friends land a tech sales job after, then I started doing it online until one day someone offered to pay me.

From there, I started taking this seriously, and to my own surprise had a great success.

People don't know what they don't know and so laying the most cutting edge material for anyone to break into the Enterprise Sales is how BowTiedCocoon started.

Since then I've refined the process over and over again with battle-tested strategies.

I am confident that much of what you'll learn in this course cannot be found elsewhere.

You'll find dozens of pre-written templates, tools to use, and unconventional principles to remember, and I'll walk you through every detail step by step.

Everything you need to save time, energy and go straight to the heart of what matters most. I don't you want to neither "burn" your best prospects nor waste your time and with this you won't!!

My commitment to you is simple: help you land your $100k sales job or money-back!!

Here's to your success,
BowTiedCocoon

See More Testimonials

He was floored

5:05 PM

classic. challenge/disqualify in a way that shows status and they will bend to you

good job, thats a solid question

5:08 PM

Yesterday

Just accepted a BDR offer at Databricks

Mock call script was huge and swung the deciding interview in my favor off the bay

*off the bat

First interview with Okta went really well today. Just HR rep on for this first call. Sounds like they go straight to final round, so I'm onto that round.

$78k OTE + $25k RSU over first 4 years. Told her it was low end and she said she was happy to connect with any SDR, AE's within company to talk about potential earnings, promotions.

She said to think about the opportunity and let her know if I want to continue.

Thanks for all your help man!

2:51 PM

Okta is one of the best sales school + compliance product = EASY SALES. As we continue

Today

Got an offer letter from Okta today!

Thank you man. Can't say how much I've appreciated your help.

2:47 PM

do you realize you went from zero to okta in 4weeks w/ zero sales xp? lol

congratulations bro, well deserved

2:54 PM

2:54 PM

4 unread messages

Started applying last night... sent 4 applications and already received these two emails today..lmao

Availability For Phon...

Recruiting

[redacted]

We have received your application to the Sales Development Representative here at Okta and are excited to let you know that we would like to move forward in the interview process!

For the first step, I would like to connect with you on the phone to learn a little bit more about you, discuss the details of the role, and answer any questions you have. Please provide me with a few days and times that you are available to speak using the online calendar link below my signature and I will follow up with a confirmed time.

Looking forward to connecting!

[redacted]

Btw how did you get to where you are now? Some of the advice youre giving is seriously next level

Personal curiosity

3:52 PM

aha, thanks- which one come to mind?

4:17 PM

Today

the question, i think you ask really great questions that most people dont think about to the interviewers

oh and the 4 document preparations (territory, email, pitch, clients) worked great

just used it, sales manager was blown away

BowTiedCocoon | Tech Sales Job & Ca... @BowTiedCoc... · 21 sept.
Military guys make some of the most LETHAL sales reps.

NO DOUBTS this demography has one of the best/easiest transition to sales world.

Today

Want to say thanks again for all the advice and help, doing fairly well in my new role as outbound and I couldn't be happier.

6:30 PM

Brother is great hearing back from you, and honestly not surprised by your success

keep smashing your new civilian life and inspiring others on the same path

6:35 PM

Definitely man, just want to say honestly probably wouldn't of landed a role with out your assistance

Today

just applied for 14 positions and within 24 hours, got two interview requests (Sprout Social & Lead IQ) and 3 referral conversations booked (Gong & Chili Piper). Thank you again Cocoon for your help - I'll keep you updated

60 Day Money-Back Guarantee

I want your purchase to be 100% risk free.

If you engage with the course materials and yet are unsatisfied in any way, I will refund your purchase. This is only valid for the first 60 days.

However, part of what makes The Cocoon Course work is the financial accountability. If you do not engage with the course materials or fail to take action during the course, this does not qualify for a refund.

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