

# THE FOUNDATION FOR A LUCRATIVE AND SATISFYING SALES CAREER



When **Nate White** was in college, he earned money by working at a beer distributor. He started on the trucks, worked his way up to merchandising, and then became a sales trainee. He was on a path to earn a livelihood in the beer and alcohol industry. What college kid wouldn't love that? If you had asked him then if technology sales was in his future, he would have told you you're out of your mind. And then something happened. A close friend told him about an opportunity at BAO. He checked it out, got an interview, and changed the course of his career—and he's now on the fast track to a lucrative outside sales career.

**BAO's uncapped commission structure helped Nate feel in control of his own destiny. He knew if he showed up and worked hard every day, it would reflect in his paycheck—a great motivator for a recent grad with student debt.**

## BAO OPENED UP THE WORLD OF HIGH TECH

At BAO, Nate was introduced to the B2B technology industry. He supported a range of leading technology companies, like Citrix, VMware, and Virtustream. He got the opportunity to talk to customers every day, and along the way he learned about the different types of technologies, how they work, and industry trends. It was both eye-opening and inspiring. He saw how these products and services were making a real difference. Whether it's healthcare tech to help save lives, or giving law enforcement tools to respond to a disaster, or enabling scientists to solve some of the world's toughest problems, he was playing a role in giving real people an opportunity to excel in their industry through technology.

Prospects are hit with hundreds of emails and calls every day, and it's easy to hide behind a screen, ignore messages, and say no. Being able to get through, have a personal interaction, and bring them some value into their day is more important than ever—and it's a lost art. Nate learned how to do just that at BAO, and these skills give him a distinct competitive edge.



**To anyone looking to break into sales, I have one piece of advice:  
go apply at BAO. It will set the foundation and they will help  
pave the way to the career you want.**

*—Nate White, Emerging Technology Specialist at Dell EMC and former BAOer*

## TRAINING THAT LASTS

Nate received 6+ months of training from The BAO Training Academy. But it wasn't just about understanding the ins and outs of the companies and technologies he was supporting. He learned valuable selling skills—how to get through to the people he was calling, how to communicate business value, and how to engage senior executives. He mastered the intangibles, such as persistence, time management, and objection handling. And, ultimately, he learned to excel at prospecting, a skill that will be valuable for his entire sales career. Like other BAO alums, Nate has found he's particularly successful in his new organization because of the skills he gained at BAO.

HOW CAN **BAO**  
FUEL YOUR  
SALES CAREER?

Visit the [careers section of our website](#) to learn about open positions, our culture, and more

## ENTRÉE INTO AN ELITE SALES ORGANIZATION

During his tenure at BAO as an Inside Sales Representative (ISR) and then Senior ISR, Nate did a lot of work supporting storage and infrastructure Clients. He learned about the players in the market, their respective product sets, and their key messaging and value propositions, and he built the skills and experience needed to engage with their customers and prospects. As a result, he was able to take the next step into an enterprise selling role at one of the storage and infrastructure industry leaders with a huge market presence. This company is extremely selective and hard to get into, and Nate credits his BAO experience for getting him in the door. From here, the opportunity for his career to flourish at this global enterprise is endless.

