



Certificate in Sales and Account Management

Overview: This Certificate in Sales and Account Management focuses on the role of influence and persuasion in professional selling and other organizational settings. A focus on selling techniques to the role of sales leadership, students will grasp the concepts required to identify client needs and qualify the client's buying process. Included in the program are advanced methods of questioning, customer need analysis, business-to-business sales situations and determining buyer qualifications.

Certificate Duration: 12 hours

Program Tuition: \$540.00

Books: \$30.00

Student Assessment: \$20.00

Prerequisites: None

Certificate Core Courses: Choose any (1) courses from the list below. This selection signifies the core course of study for this certificate program. 2301-1 Overcoming Objections and Nailing the Sale

2301-2 Building Relationships for Success in Sales

2301-4 Dynamite Sales Presentations

2301-6 Prospecting for Leads Like a Pro

2301-7 CRM- Introduction to Customer Relationship Management 2301-8 Selling Smarter

2301-9 Body Language: Reading Body Language as a Sales Tool

2301-10 Using the Telephone as a Sales Tool

Certificate Electives: Choose any (2) courses from the detailed list in our catalog.

[Career Development Training](#) [Sales and Marketing Training](#) [MS Office Applications Training](#)

2301-1 Overcoming Objections to Nail the Sale

*If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale. This course will help you plan, prepare and execute proposals and presentations that address customer concerns, reduce the number of objections you encounter and improve your batting average at closing the sale. Topics discussed in this course include: Credibility, your competition, critical communication skills, observing, customer service complaints, overcoming objections, how can teamwork help, pricing issues, handling other objections, buying signals, closing the sale, closing techniques, and top fifteen activities that make you successful at closing the sale. **Prerequisite:** None*

2301-2 Building Relationships for Success in sales

No one questions that making friends is a good thing. However, it's not an easy thing, particularly when you're cultivating business relationships. How do you make friends with customers you don't like? How do you find common ground when there appears to be none? How do you start networking when you go to a business convention and you don't know anyone? These are just some of the difficult questions that you may face in your day-to-day work as a salesperson. In this course, you are going to discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

Prerequisite: None



2301-4 Dynamite Sales Presentations

*A great sales presentation does not demand you have all the bells and whistles to impress the client with your technical skills. Rather, try impressing your clients with your knowledge of the products and services you sell and your understanding of their problems and the solutions they need. This course will focus on your formal written proposal and in-person presentation. Topics include: Business writing basics, writing a proposal, getting thoughts on paper, planning your proposal, basic formats, editing, the finishing touches, the handshake, getting ready for your presentation, elements of a successful presentation, dressing appropriately, dealing with questions, and presentations and evaluations. **Prerequisite:** None*

2301-6 Prospecting for Leads like a Pro

*Prospecting is one of the keys to your sales success. Keeping your pipeline full ensures that you will continue to attract new business, and so your success today is a result of the prospecting you did six months ago. In this course, participants will become skilled at prospecting and learn the 80/20 rule. They will learn to target and how to target them, and commit to do some prospecting every day through warming up cold calls, following up on leads, or networking. Participants will also build their personal prospecting plan and learn how to ensure their future by planting seeds daily. At the end of this course, participants will: Understand the importance of expanding their client base through effective prospecting, Learn how to use a prospecting system to make them more successful, Be able to identify target markets and target companies with the 80/20 rule in mind, Know how to develop and practice networking skills at every opportunity, Know how to develop, refine, and execute the art of cold calling. **Prerequisite:** None*

2301-7 CRM- An Introduction to Customer Relationship Management

*This class teaches students how to implement CRM in their business, beginning with the basics of terminology and which customer relationship strategies are right for them, moving on to how to use CRM to improve client relationships and the ins and outs of effective client management. **Prerequisite:** None*

2301-8 Selling Smarter *It's no secret that the sales industry continues to change and evolve rapidly. This is an exciting and dynamic profession, although it is often underrated and misunderstood. The back-slapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professionals: highly trained and well groomed, with the characteristics of honesty, trustworthiness, and competence. This course will help participants learn how to be one of those smart sales professionals. Specific learning objectives include: Explain and apply concepts of customer focused selling, use goalsetting techniques as a way to focus on what you want to accomplish and develop strategies for getting there, apply success techniques to get the most out of your work, understand productivity techniques to maximize your use of time, and identify ways to find new clients and network effectively. **Prerequisite:** None*

2301-9 Body Language: Reading Body Language as a Sales Tool

*The messages that our bodies send while we are speaking can make or break your sales pitch. **Body Language Training** is a one-day body language course that will teach students how to read non-verbal signals, interpret the signs, and send the right message. Learn skills related to space, eyes, mirroring, and even what to wear. **Prerequisite:** None*



2301-10 Telemarketing - Using the Telephone as a Sales Tool

*Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. This course will show you how the telephone can supplement, enhance, and sometimes replace other means of marketing and selling, and how this personal approach can dramatically increase your sales success. We will also talk about how to hone your communication skills, your ability to persuade, and techniques to personalize each sales call. Specific learning objectives include developing the ability to: Build trust and respect with customers and colleagues, warm up your sales approach to improve success with cold calling, identify ways to make a positive impression, identify negotiation strategies that will make you a stronger seller, create a script to maximize your efficiency on the phone, learn what to say and what to ask to create interest, handle objections, and close the sale. **Prerequisite:** None*