

## SALES PROFESSIONAL CERTIFICATION PROGRAM

### I. Introductory Courses

#### **A. Sales 101 - Everybody Sells! A Ten Step Sales Interview System That Works**

A non-invasive "sales interview" approach that separates prospects from suspects and qualifies potential clients.

**Who Should Take This Course?** This course is a must for anyone who is in any type of sales position such as retail, wholesale, telemarketing, outside sales, inside sales, and network marketing; or for entrepreneurs and business start-ups.

**2 Days/2 Credits**

#### **B. Sales 102 - Principles of Professional Selling; A Client-Centered Approach**

A highly interactive course which includes: Establishing Rapport; Goal-Setting and Pre-Interview Planning; The Sales Interview Process; Building and Maintaining a MasterMind team; Time Management and Priorities; and Growing and Nurturing your Gold, Silver, And Bronze Clients. In other words—get more referrals and introductions... with less effort.

**Who Should Take This Course?** This course is for sales professionals, network marketers, and experienced telemarketing and retail salespeople.

**3 Days/3 Credits**

#### **C. Sales 103 - I Hate Cold Calls - Unique Alternatives for Prospecting**

This "Client Acquisition Skills" course provides the participant with the tools to create a prospecting system that will get them in touch with, and in front of, the right types of companies and decision-makers. This course includes: 25 Ways to Attract Business Without Cold Calling; Overcoming a Fear of Rejection; An Effective Telephone Approach called "Market Research;" Creating a Top 100 Advocacy List to Generate Referrals and Introductions; and Building a Power Network.

**Who Should Take This Course?** This course is for sales people, network marketers, and small business owners who have to generate their own leads for business.

**2 Days/2 Credits**

## II. Advanced Courses

### **A. Sales 204 - The "Quick Start" Course, A Powerful Plan & Review Course**

This advanced course will identify where past business came from, present business is coming from now... and where your new business will come from tomorrow. This course includes: How to Stay Proactive in Your Market Versus Reactive; How to Deal with Plateaus and the Occasional Lack of Energy or Motivation; How to Build Alliances and Collaborations; Cross-Marketing and Cross-Selling Your Products and Services; and Creating Options and Alternatives When Your Plan Stalls.

**Who Should Take This Course?** This course is for anyone in sales or networking for at least one year, who has set up their own sales, marketing, and business performance plan for the year.

**2 Days/2 Credits**

### **B. Sales 205 - Priorities, Goals, Time and Territory Management**

This course will teach you how to make the most productive use of your time and priorities, and how to create a manageable program and map to work your market/territory efficiently and effectively. You will learn how to remove time-wasters and streamline your market/territory penetration and growth. You will also be able to identify the best planning and CRM system, along with the proper technology for your position and needs.

**Who Should Take This Course?** This course is for anyone who wants to get a better handle on their time, priorities, and productivity.

**2 Days/2 Credits**

### **C. Sales 206 - Building Your MasterMind Team for Success**

This course will help you identify, recruit, and manage your own team of positive, supportive, successful, and open-minded professionals who meet regularly to brainstorm, collaborate, and build mutually beneficial alliances. A good MasterMind Team will act as an informal advisory board for each member's career/company, as well as mentor and coach each other. It is a team structure that works for the benefit of all.

**Who Should Take This Course?** This course is available to all students who have completed any of the basic courses.

**1 Day/1 Credit**

## III. Sales Management Courses

### **A. Sales Management 101 - Fundamentals of Sales Management**

Designed specifically for newly appointed sales managers, this course will teach: An Effective, Efficient Transition from Sales to Management; Empowering Communication Skills; A Powerful Recruitment, Interviewing and Selection Method for Hiring the Right Sales People for the Right Position or Territory; Managing Behavior and Activities; How to Motivate and Support Staff; Delegation and Collaboration Skills; Recognizing When to Train; How to Work With and Support Other Managers; and How to Report to and Meet the Needs of Your Superior.

**Who Should Take This Course?** This course is for any new managers, team leaders, and network marketing sponsors who build a strong downline team.

**3 days/3 Credits**

### **B. Sales Management 102 - Coaching and Counseling Your Sales Team**

This course will help you learn the difference between coaching and managing a sales team. It will feature How to Coach Your Sales People One-on-One and as a Group. You will learn behavior styles and patterns of both you and your people, and how to adjust yours to accommodate theirs. And you will learn how to get buy-in and mutually beneficial support from the team.

**Who Should Take This Course?** This course is for VPs of Sales and/or Marketing, Directors of Sales, and Sales Managers.

**2 Days/2 Credits**

### **C. Sales Management 105 - Advanced Sales Management**

This course will help you keep pace with all the issues that are both challenging and revolutionizing the new sales workforce. This course will include: Dealing with Difficult Individuals; Building a Win-Win Team Support System; Creating a Positive Environment for Your People; Understanding What Makes Your People Tick and How to Use it to Their Advantage.

**Who Should Take This Course?** This course is for experienced, seasoned sales managers and directors who want to refine and improve their management, leadership, and planning skills.

**3 Days/3 Credits**

## IV. Business Related Courses

### **A. Business 101 - Client-Serving Versus Customer Service**

This course is for CSRs, CRM staff, technical or accounting support staff, field service and call center staff, receptionists, and sales support staff. You will learn: Why 80% of Customer Service Departments Fail to Satisfy Their Customers; The 10 Most Common Mistakes Customer Service People Make When Dealing with Difficult People; How to Stay Positive and Focused During the Workday.

**Who Should Take This Course?** This course is for anyone who has to deal with customers' problems, issues, and complaints.

**2 Days/2 Credits**

### **B. Business 102 - Management Without Tears**

This course gives you the tools to manage people successfully in the workplace, and will include: Learning the Differences and Similarities Between Your People, and How to Have Them Benefit and be More Productive; How to Resolve Conflicts, Delegate Critical Tasks, Energize and Motivate People, and Strengthen the Ties Within Your Team.

**Who Should Take This Course?** This course is for managers and individuals with management responsibility.

**2 Days/2 Credits**

### **C. Business 103 - Diversity in the Workplace is Good Business**

This course presents the latest information and tools to build a highly successful diverse workforce. It will include: Cultural Styles and Differences; Different Communication Styles and Meanings; Getting the Best Out of the Differences Between Minorities and I Personnel.

**Who Should Take This Course?** This course is for anyone who has responsibility for, or wishes to learn more about, workplace diversity.

### **D. Business 104 - Online Versus Offline Marketing**

### **E. Business 105 - Business Etiquette**

### **F. Business 106 - Basic Business Skills**

### **G. Business 107 - Workplace Improvement and Enhancement**