



Sales and Consulting Professional Certificate Online – B106 250 Hours

Program Description

Master the art of selling! Our comprehensive range of sales and consulting training modules are built into a complete library that equips you with all the skills you need to be successful at Selling. Consider how the following definitions relate to a successful career in sales: Principle - a rule or code of conduct; Strategy - a careful plan or method especially for achieving an end; and Skill - a developed or acquired ability. These three terms help describe the difference between sales as a profession, and sales as simply a job. Whether you are inside sales, a field sales rep or seasoned sales executive this program will sharpen your skills in the highly competitive corporate world of today.

Course Syllabus

I. Sales Curriculum:

- **Field Sales Skills**
 - [Field Sales Foundations](#)
 - [Planning Your Field Sales Approach](#)
 - [Applying Your Field Sales Approach](#)
 - [Completing Your Field Sales Approach](#)
 - [Field Sales Skills Simulation](#)
- **Inside Sales Skills**
 - [Preparing for Outbound Sales Calls](#)
 - [Initiating Outbound Sales Calls](#)
 - [Completing Outbound Sales Calls](#)
 - [Preparing for Inbound Sales Calls](#)
 - [Completing Inbound Sales Calls](#)
 - [Inside Sales Skills Simulation](#)
- **Strategic Account Sales Skills**
 - [The Strategic Account Sales Approach](#)
 - [Understanding Your Customer](#)
 - [Conducting Effective Sales Research Meetings](#)
 - [Working with Your Customer's Key Players](#)
 - [Delivering High-Impact Sales Presentations](#)
 - [Strategic Account Sales Skills Simulation](#)



- **Sales Team Management**
 - [Building a Winning Sales Team](#)
 - [Using Business Tools to Manage a Sales Team](#)
 - [Motivating a Winning Sales Team](#)
 - [Communicating in Sales Teams](#)
 - [Sales Team Management Simulation](#)
- **Selling at the Executive Level**
 - [Prepare for Success](#)
 - [Strategic Planning](#)
 - [Progressing through the Complex Sale](#)
 - [Presenting Your Proposition](#)
 - [Negotiating to Mutual Benefit](#)
 - [From Executive-level Sale to Strategic Partnership](#)
 - [Preparing for the Executive-level Sale Simulation](#)
 - [Progressing through the Complex Sale Simulation](#)
 - [Closing Executive-level Sales Simulation](#)
- **SalesUniversity Sales Orientation: Professional Selling in the Knowledge Economy**
 - [The Profession of Selling](#)
 - [Professional Selling in the Knowledge Economy](#)
 - [Professional Selling in the Knowledge Economy Simulation](#)
- **SalesUniversity Sales Math 101: Developing a Sales Plan for Success**
 - [Sales Math 101: Developing a Sales Plan for Success](#)
- **SalesUniversity Sales Manufacturing: A Success Model**
 - [Sales Manufacturing \(TM\): Identifying Sales Opportunities](#)
 - [Sales Manufacturing \(TM\): Sales Production](#)
 - [Sales Manufacturing: Opportunity Development Simulation](#)
- **SalesUniversity Communication 101**
 - [Sales Communications Foundations](#)
 - [Sales Communications Essentials](#)
 - [Telesales Communications](#)
 - [Sales Communication Techniques Simulation](#)



- ***Territorial Account Sales Skills***
 - [The Territorial Account Sales Approach](#)
 - [Understanding Your Target Customer's Business](#)
 - [Effectively Using Customer-focused Research Meetings](#)
 - [Gaining Access to Key Personnel at Your Target Accounts](#)
 - [Delivering High-impact Territorial Account Sales \(TAS\) Presentations](#)
 - [Territorial Account Sales Skills Simulation](#)
- ***Sales: A Focus on Solutions***
 - [Moving from Product Selling to Solution Selling](#)
 - [Power Prospecting](#)
 - [Finding the Pain You Can Cure](#)
 - [Influencing Your Customer's Decision](#)
 - [Presenting Your Solution](#)
 - [Building Relationships for Continuing Success](#)
 - [Solution-Selling Simulation: From Lead to Trial Period](#)
- ***The Sales Wheel of Success - Advanced Selling Series***
 - [Sales Motivation](#)
 - [Developing Your Full Sales Potential](#)
 - [Advanced Sales Communication Techniques: Part One](#)
 - [Advanced Sales Communication Techniques: Part Two](#)
 - [Maintaining Your Customer Base](#)
 - [Expanding Your Customer Base](#)
 - [Time is Money: Spend It Well](#)
 - [Product Knowledge](#)
 - [Advanced Sales Simulation](#)

II. Consulting Skills

- ***Consulting with the External Client***
 - [Essentials of External Consulting](#)
 - [The Client-Consultant Relationship](#)
 - [Diagnosing and Planning](#)
 - [Managing Delivery](#)
 - [Evaluation and Review](#)
 - [Consulting with the External Client Simulation](#)



- ***Consulting with the Internal Client***
 - [Essentials of Internal Consulting](#)
 - [Internal Consulting Skills](#)
 - [Establishing a Relationship with Internal Clients](#)
 - [A Workable Solution for Internal Clients](#)
 - [Evaluating Internal Assignments](#)
 - [Consulting with the Internal Client Simulation](#)
- ***Internal Consulting for the Technical Professional***
 - [The Technical Professional as Internal Consultant](#)
 - [Creating Effective Contracts](#)
 - [Using Data as a Technical Professional Consultant](#)
 - [Resistance and Technical Professional Consultants](#)