

## Certificate Degree in Sales

### Program Description

The Certificate Degree in Sales could be used in numerous ways. A sales person with no formal training could complete the certificate and expect sales skills and income to increase. Any major (science, chemistry, behavioral health, business, etc.), who wants to help people (meet needs) and be well paid should consider the Certificate in Sales.

The 33 undergraduate credit hours were selected to improve the understanding of the role of sales with respect to marketing, public relations, advertising, and integrated marketing communications. Sales role-plays are video taped and can be reviewed. Specific approaches, closes, trial closes and presentation methods are explained with the opportunity to apply them during the sales role-plays.

### Employment Opportunities In Sales

Sales people are needed from Alaska to Australia, from Zanesville to Zar. Sales people earn from \$7 per hour to 7 million per year. The sky is the limit depending on mobility, motivation, effort, intelligence, and other factors.

### Knowledge, Skills, Experiences Gained in the Certificate Program

- Understand marketing mix
- Improve communication skills
- Understand sales process
- Learn various sales approaches
- Use multiple trial closes
- Understand various closes
- Handle objections
- Develop presentations using Power Point
- Design data bases
- Use mail labels and mail merge
- Calculate profit margin
- Set S.M.A.R.T. objectives
- Learn to listen
- Learn other communication skills

For More Information, Contact:  
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### CURRICULUM/SUGGESTED SEQUENCE

(33 hours required for certificate)

#### FIRST SEMESTER

ENGL	101	English Composition I <b>OR</b>	
ENG	110	English Composition I	3
BST	173	Sales I	3
BST	240	Fund of Business Comp App	3
COMM	100	Speech Communications	3
BST	175	Advertising I	3
BST	205	Fundamentals of Marketing	3
<b>Total Credits</b>			<b>18</b>

#### SECOND SEMESTER

BST	236	Retail Buying	3
BST	174	Sales II	3
COMM	205	Public Relations	3
BST	104	Business Math	3
BST	238	Retail Management	3
<b>Total Credits</b>			<b>15</b>

