



## SALES CERTIFICATE

A self-paced certificate program from UW-Parkside

Selling is a vital function of any business. Now, gain the knowledge and real-world skills you need to become a professional sales leader with this self-paced, online [Sales Certificate](#) from University of Wisconsin-Parkside.

Available for the first time in the UW Flexible Option format, this certificate will help you stand out from the crowd and give you a competitive advantage in the sales job market. The Sales Certificate program is one of only two programs accredited by the University Sales Education Foundation in the state of Wisconsin, and one of 55 nationwide.

### Innovative, competency-based format

The UW Flexible Option offers busy adults a new way to earn a certificate, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your certificate without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a certificate from a University of Wisconsin institution that is recognized and respected.

### Who should apply?

This self-paced certificate program is ideally suited for:

- » Individuals who have earned an undergraduate degree or at least 60 college credits
- » Individuals with an associate degree and two years of business experience
- » Non-degree seeking individuals with five years of business experience, preferably at mid-level management or above, or at an entrepreneurial firm
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin credential



### Find out if the Flexible Option is right for you

Take the [Flex Fit self-evaluation](#)—a free online survey designed to help you and a Flex Option Outreach Specialist determine whether a Flexible Option program is a good fit for you. Visit [flex.wisconsin.edu](http://flex.wisconsin.edu).

## Areas of Study

To earn this certificate, students must complete four competency sets (12 credits) by passing assessments to demonstrate their knowledge. Prerequisites are required for some of the competency sets.

### COMPETENCY SETS

#### Marketing 350: Marketing Principles

An introduction to the general marketing process, which is involved in the distribution and exchange of goods and services. Product pricing, promotion, distribution, and buyer behavior variables are surveyed within the context of market planning.

- » Competency 1: Explain the role of the strategic marketing process in meeting organization objectives
- » Competency 2: Describe the role of personal selling in the strategic marketing process

#### Marketing 467: Selling of Financial Services

This competency set focuses on how financial institutions such as banks, investment firms, investment bankers, stock brokerages, investment advisors, venture capitalists, insurance companies, credit card issuers, and other financial institutions design and market their services and products through the personal selling function.

- » Competency 1: Explain how relationship building, product knowledge, and market and customer analyses are used in selling financial services
- » Competency 2: Demonstrate a strategic sales plan based on customer research
- » Competency 3: Identify the techniques a salesperson uses to increase potential customer interest during a sales call
- » Competency 4: Apply the sales process steps to a professional sales call

#### Marketing 458: Personal Selling

This competency set focuses on the major function of personal selling as an integral function within the marketing and promotional mix of a firm.

- » Competency 1: Describe how to design a customer prospecting plan
- » Competency 2: Explain how to develop a sales call plan
- » Competency 3: Explain how to develop a territory management plan
- » Competency 4: Explain the key principles of the sales process
- » Competency 5: Analyze the effectiveness of a business-to-business sales call

#### Marketing 469: Advanced Personal Selling

This competency set builds upon the knowledge and skills of MKT 458: Personal Selling. Content emphasis is on the concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of customer situations.

- » Competency 1: Design and execute a needs-assessment sales call
- » Competency 2: Design and execute a sales presentation to close a sale
- » Competency 3: Design a personal development plan for a specified sales role
- » Competency 4: Develop and execute a self-promotion speech

#### About the UWP Business Department

The competencies and assessments for this certificate were developed by the [Business Department](#) at the University of Wisconsin-Parkside which offers programs internationally accredited by the Association to Advance Collegiate Schools of Business International (AACSB) in Accounting, Business Management, Management and Marketing.

## NEXT STEPS

Take the [Flex Fit self-evaluation](#)—a free online survey designed to help you and a UW Flexible Option Outreach Specialist find out if this innovative educational format is the right fit for you. There is no cost for taking the Flex Fit, and no obligation.

Ready to get started? Call 1-877-895-3276 or visit [flex.wisconsin.edu](http://flex.wisconsin.edu) today!



**A UNIVERSITY OF  
WISCONSIN DEGREE**  
on your busy schedule?

**NOW**, it's an option.



**UW flexible option**  
UNIVERSITY OF WISCONSIN SYSTEM

[flex.wisconsin.edu](http://flex.wisconsin.edu)

Would you like to earn a UW degree,  
but don't have time for classes?

Have you considered taking courses online,  
but worry about quality, credibility, and cost?

Do you have significant skills and knowledge  
gained through prior education or work  
experience?



THEN THE  
UW Flexible Option  
WAS MADE FOR YOU!

With the UW Flexible Option, you can:



Earn credit for what  
you know (no matter  
where you learned it)



Advance at your own pace



Start and stop your  
studies when you want



Test when you are ready



Graduate with the skills  
employers value

## IT'S TIME to flex your **POTENTIAL**

You're smart. Hardworking. You have the potential to go far.  
But without a college degree, it's not easy to get ahead. You'd like  
to go back to school, but between work and family, how would you  
make it fit?

Introducing the **University of Wisconsin Flexible Option**—a more  
personalized, convenient, and affordable way to reach your education  
and career goals.

### Take control of your education

A partnership between University of Wisconsin System campuses and  
UW-Extension, the UW Flexible Option is specially designed to fit the  
lives of working adults like you.

Its self-paced, competency-based format lets you start any month,  
work at your pace, and earn credit for what you already know. With the  
Flexible Option, you don't come to campus and you'll never spend time  
or money taking courses you don't need.

At last, you can earn the University of Wisconsin degree you need to  
advance your career—whenever and wherever your schedule allows!

**TURN THE PAGE**  
to see how the UW Flexible Option  
lets you earn a respected degree  
at a pace that fits your life.



## COMPETENCY-BASED EDUCATION

# IT'S WHAT YOU KNOW

## that counts

The University of Wisconsin Flexible Option offers a new way to earn a UW degree or certificate because it awards credit based on competency, not class time. This special difference puts you in control of your education as never before.

In education, the term *competency* refers to the skills, knowledge, attitudes, and abilities that students are expected to master in a field of study. In other words, competencies are learning outcomes—the things you should know and be able to do.

The idea of competencies is not unique to the UW Flexible Option. What is unique is the Flexible Option's competency-based format. Unlike traditional degree programs, the Flexible Option lets you earn credit based on how well you've mastered the competencies that are essential to your chosen degree—not on the number of hours you've spent in a classroom.

### Learn at your own pace . . .

By emphasizing competency over credit hours, the UW Flex Option lets you advance toward a UW degree at a pace you decide. As soon as

you can pass an assessment that proves you have mastered a competency—whether it's a test, thesis paper, interview, or hands-on demonstration—you can move on to the next competency and assessment.

### . . . and earn credit for what you already know.

A major benefit of competency-based education is that it allows you to draw upon existing knowledge to make progress toward your degree. It doesn't matter where you gained your knowledge—from prior courses, work experience, military training, or other experiences. If you know it, you can use it to pass assessments more quickly—and potentially accelerate your time to graduation.

## ACCREDITED PROGRAMS ARE

# FLEXIBLE & focused on you

The UW Flexible Option puts you at the center of your college education. Its competency-based format gives you the freedom and tools to earn a respected University of Wisconsin degree at your own pace, whenever and wherever your schedule allows.

### Start and stop studies when you want

- » Begin any month
- » Study when and where it's convenient
- » Take breaks when you need to

### Advance at your own pace

- » Make progress by passing assessments
- » Accelerate your time to graduation
- » Take more time if you need it

### Test when you're ready

- » Take practice assessments
- » Prepare using quality learning resources

### Earn credit for what you know

- » Complete assessments using existing knowledge
- » Never spend time or money taking courses you don't need

### Get support from an Academic Success Coach

- » Create a personalized learning plan
- » Get help preparing for assessments
- » Plan a schedule that's right for you

### Master essential competencies

- » Gain real-world skills
- » Prove your knowledge through rigorous assessments
- » Be prepared to succeed in the workplace

### Graduate with a genuine UW credential

- » Receive your degree from a partnering UW System institution
- » UW Flex Option degrees are the same degrees offered by traditional programs

### Master the skills employers value

A degree is only as good as the education behind it. That's why distinguished UW faculty draw upon the latest standards in business and industry to identify the essential competencies required for graduation. This ensures that UW Flexible Option students are equipped with the knowledge and skills employers want and need.



# move forward **AT YOUR OWN PACE**

WITH HELP FROM A PERSONAL SUCCESS COACH

Earning a UW degree through the Flexible Option format is every bit as challenging as earning a UW degree through traditional means. You'll be expected to meet the same rigorous academic standards for which all UW degrees are known. That's why the UW Flexible Option partners every student with an Academic Success Coach for personalized mentoring and advising.

Your coach will work with you to create a learning plan and timeline customized to fit your goals and knowledge. He or she will also help you prepare for assessments and

point you to the learning resources you need to succeed. These resources can include textbooks, Web pages, and free online resources offered by other universities—as well as credit-based courses, structured internships, service projects, and work and practical experiences.

The UW Flexible Option puts you in control of your own learning, but your Academic Success Coach is always there to help.

## Save time and money with flat-rate tuition

The UW Flexible Option offers an affordable way to earn a UW degree or certificate. Instead of paying by course or by credit, you pay a flat rate for a subscription period you choose. Are you highly motivated with lots of experience? Choose the "All-You-Can-Learn" option to move as fast as you are able through your competencies and assessments. Want to study at a slower pace? The "Single Competency-Set" option is for you. Visit [flex.wisconsin.edu](http://flex.wisconsin.edu) for details.

## Hiring managers prefer public university degrees

When asked their overall opinion of the four major higher education options, hiring managers ranked public universities highest (88% positive) compared with private (82%), community (76%), and for-profit colleges (60%).

Source: Brand Perceptions in Higher Education (US), ipsos OTX, commissioned by Google, fall 2011.

# achieve **YOUR GOALS**

WITH A UNIVERSITY OF WISCONSIN EDUCATION

Where you get your degree is important. The University of Wisconsin System is one of the largest and most widely respected organizations in the country for delivering public higher education. UW Flexible Option programs are created by the same faculty using the same rigorous content and standards as traditional UW programs. That means you will graduate with the same high-quality degree as students who attend class on campus. A degree that is recognized and respected. These are UW degrees, made to fit your schedule—so you can flex your potential!

**IS THE  
UW Flexible Option  
RIGHT FOR YOU?**

**Now's a great time to find out!**

Visit [flex.wisconsin.edu](http://flex.wisconsin.edu) for more information, including a list of current degree program offerings. Then call **1-877-895-3276** for a personalized consultation to discuss your goals and readiness for this innovative program.



GETTING A UNIVERSITY OF  
WISCONSIN EDUCATION

just got more  
**FLEXIBLE**

Built on the long-standing foundation of high-quality University of Wisconsin degree programs, the UW Flexible Option offers busy adult learners a smart new way to earn a degree or certificate. Start anytime, advance at your own pace, and earn credit for what you already know. At last, you can earn the University of Wisconsin degree you've always wanted, but never had time to get.



University of Wisconsin-Extension  
Office of Student Success  
5602 Research Park Blvd., Suite 303  
Madison, WI 53719