



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 UW Flexible Option is right for you**

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

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.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!