



Professional Sales and Marketing Certificate

The Professional Sales and Marketing Certificate includes four relevant and timely courses that are designed for businesses and individuals seeking a competitive advantage in the market place. Time in front of key decision makers is tough to get, which means that today's sales force must take full advantage of each opportunity to earn new business. This certificate equips sales professionals with complete beginning to end knowledge of the sales and marketing process. Whether you are actively pursuing sales opportunities or managing a sales staff, the Professional Sales and Marketing Certificate will help you maximize the efficiency and effectiveness of your sales activities.

Professional Sales and Marketing Courses:

- **DCP 116 – Skills for Success** - 2 credits. \$1,895/course
Participants learn to strengthen interpersonal relations, manage stress and handle fast-changing workplace conditions. They become persuasive communicators, creative problem-solvers and confident, enthusiastic leaders.
- **DCP 099 – Sales Success** - 2 credits. \$1,895/course
The dynamite combination of Jeffrey Gitomer and Dale Carnegie Training techniques will enable you to create explosive sales growth. This course will give you the attitude, confidence and systems you need to become the award winner you know you can be. As Jeffrey says "People don't like to be sold, but they love to BUY!"
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- **DCP 103 – Sales Advantage** - 2 credits. \$1,895/course
This course provides the processes to manage your time and territory productively, prospect intelligently, get in front of a potential customer and structure what to say in your face-to-face meeting. *Sales Advantage* interweaves Dale Carnegie Training's proven principles of success into every session and will elevate your sales.
- **BAL 410 – Marketing Communications and B2B Sales** - 3 credits. \$1,515/course
Sales and promotion are key elements of attracting consumers to your product. You will explore all aspects of the sales and promotion process.
- **BAL 430 – Marketing for Results** - 3 credits. \$1,515/course
An overview of marketing management and research introduces the concepts of market based decisions. Students will develop skills in preparing a marketing plan based upon a solid understanding of market variables.

To enroll, request a transcript or discuss your eligibility for Tuition Assistance or the GI Bill, please contact your local representative or visit us on the web at Concordia University Irvine School of Professional Studies.

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