



Continuing Education & Customized Training

Professional Sales Certificate Program

Five Easy Registration Options

- **Online:** century.augusoft.net
- **Phone:** 651.779.3341
- **Fax:** 651.779.5802
- **Mail to:** Century College, CECT Dept.
3300 Century Avenue North
White Bear Lake, MN 55110
- **In Person:** East Campus, Rm E2330
Mon–Thu 8:00am–7:00pm
Fri 8:00am–4:00pm

Register for all 7 courses
and get \$35 off!

Questions?

Contact **Joan Peterson**,
at joan.peterson@century.edu
or **651.773.1743**.

These programs can also be brought to your business/organization! Call Joan for more details. To register online go to century.augusoft.net (no www, http, etc.) or call 651-779-3341.



The Professional Sales Certificate Program is offered in a series of 7 workshops that will prepare you for a complete understanding of the responsibilities of a sales leader. You will come away with a better understanding of what your manager, peers, staff and company expect from you. This invaluable understanding of the sales field will increase your effectiveness and maximize the contributions you may make to your company/organization in this new role.

Who Should Attend:

Effective sales are the cornerstone to any business enterprise. This series of seven workshops leads to an in-depth understanding of sales. This program is designed for those with little or no knowledge of the sales management function, or as a useful update for those more experienced in the field. By the end of these workshops, participants will have a thorough understanding of all aspects of sales leadership and will be able to implement, manage and

direct the most critical aspects of sales management functions without supervision.

How you will benefit:

This comprehensive program will increase your effectiveness and maximize the contributions you may make in this role, enabling you to effectively lead in a sales organization.

What you will learn and Program Components:

- Self-Motivation for Sales Professionals (4 hours)
- Generating Sales Leads (4 hours)
- Expert Closing Strategies for Sales Professionals (4 hours)
- Writing Proposals That Win the Business (4 hours)
- Effective Sales Communications in a 2.0 World - Social Media (8 hours)
- Developing Powerful Presentation Skills (4 hours)
- Time Management: Work Smarter Not Harder (4 hours)

Upon completion, please email cassie.morrisette@century.edu to receive your Professional Sales Certificate.

Self-Motivation for Sales Professionals

You face rejection every day, even in a good market. What you need is a tough skin and proven strategies to help you stay self-motivated so you can remain that energized, enthusiastic sales professional you need to be. In this session you will discover training techniques in mental toughness and flash programming to help you charge up right before prospect contact. You will also learn specific methods of setting sales goals, affirmation, visualization techniques and treasure charts.

East Campus, Room 2311 **\$130**

Wednesday, Oct 13, 2010 8:30am-12:30pm
Wednesday, Feb 2, 2011 8:30am-12:30pm

Generating Sales Leads

The fastest sales come from word-of-mouth recommendations. These require intensive networking. Learn to target your networking by quickly qualifying sales leads and generating even more qualified sales leads from them. In this session we will explore various networking media and methods (face-to-face, over the phone, and using facebook, linkedin, craigslist, etc.), and you will learn to qualify sales leads with funding, timing and need analyses. We will also analyze lead generation, to help you create your own personal hot list.

East Campus, Room 2311 **\$130**

Wednesday, Oct 20, 2010 8:30am-12:30pm
Wednesday, Feb 9, 2011 8:30am-12:30pm

Expert Closing Strategies for Sales Professionals

Many sales people are great talkers and can get along with anyone. However, when it comes to asking for the sale, they become very uneasy and nervous. Closing can be a rough spot in the sales relationship. Possibly the problem stems from being trained in only 1 or 2 closing strategies. In this session you will explore 10 proven closing techniques, to be used alone or in combination, along with illustrative examples of each technique. You will also learn ways to modify the close to fit your product or service. Techniques include: 'Hot Button,' 'Image,' 'Real Reason,' 'Success



Story,' 'Limited Amount,' 'Special Deal,' 'Emotional Appeal,' and more.

East Campus, Room 2311 **\$130**

Wednesday, Oct 27, 2010 8:30am-12:30pm
Wednesday, Mar 2, 2011 8:30am-12:30pm

Writing Proposals That Win the Business

Persuasion, strategy and good writing—that's what it takes to write effective proposals that win the business. This workshop will provide an overview of techniques for preparing, researching, writing and presenting persuasive proposals to current and prospective customers including:

- How to gather information from prospects and how to analyze personality types
- Options for responding to clients' stated need and when/how to redefine client needs
- How the executive summary lays the foundation for the success of your proposal
- Strategies for managing the process, organizing your ideas and writing effectively

East Campus, Room 2311 **\$130**

Wednesday, Nov 10, 2010 8:30am-12:30pm
Wednesday, Feb 16, 2011 8:30am-12:30pm

Effective Sales Communication in a 2.0 World

In today's 140-character, Web 2.0 world, it's more challenging than ever to break through the clutter and get your sales message across. The

Internet, greater competition, more technology and longer and more complex sales cycles make selling products and services more of an art than a science. Add to that the new era of "social sales" and effectively communicating and building relationships is even more critical. In this engaging, interactive workshop you will learn how to:

- Use social media to connect with clients
- Develop a strong value proposition statement
- Determine key competitive advantages
- Identify key sales messages
- Deal effectively with customer objections
- Up-sell to C-level executives
- Use persuasion statements to communicate product/service benefits

East Campus, Room 2311 **\$230**

Wednesday, Nov 17, 2010 8:00am-5:00pm
Wednesday, Feb 23, 2011 8:00am-5:00pm

Developing Powerful Presentation Skills

It has been said that more people fear public speaking than fear death. Yet to succeed in today's highly competitive business environment, you need to communicate well and present yourself successfully in a variety of settings. The ability to overcome nerves and deliver messages to a variety of audiences is crucial. If you want to develop more skill and confidence developing the message and speaking in front of others, this workshop is for you.

- Prepare your message in an effective manner

- Convey information in a clear and concise manner
- Make an impact with your communication and have the message stick
- Use different presentation styles to influence the message
- Connect with the audience effectively
- Use visual tools for an enhanced delivery
- Deal with unruly audience members
- Reinforce your message effectively
- Use practical techniques to make your next one-on-one or group presentation a success

East Campus, Room 2313 **\$130**

Tuesday, October 19, 2010 8:30am-12:30pm
Thursday, March 31, 2011 8:30am-12:30pm

Time Management: Work Smarter not Harder

Every organization is being forced to do more with less people. Discover how to get

- more done in less time with less stress and frustration. Cut your time in meetings, on the phone, searching for files, in one-on-one conversation, decision-making, negotiations, setting and achieving goals, handling paperwork, etc. Get yourself organized and working efficiently with proven methods!
- Recognize the 7 major time-wasters and how to counteract each one
 - Take a personal efficiency inventory and discover your time management strengths and areas needing improvement
 - Balance work, personal, and family time

East Campus, Room 2313 **\$130**

Tuesday, October 26, 2010 8:30am-12:30pm
Thursday, April 7, 2011 8:30am-12:30pm

Textbook Information

Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651.779.3281 or online at <http://centurycollegebookstore.com>

Century College is a member of the Minnesota State Colleges and Universities system. We are an affirmative action, equal opportunity employer and educator.

This document can be available in alternative formats to individuals with disabilities by calling 651.779.3354 or 1.800.228-1978 x 3354 or Minnesota Relay Service at 1.800.627.3529.

Professional Sales Certificate Program Registration Form

Please fill out all information completely. Date of birth **or** social security number is required. This data is for student tracking purposes only, and will not be released or used for any other purpose.

Name _____ Date of Birth ____/____/____ Home Phone (____) _____

Home Address _____ City _____ State _____ Zip _____

Social Security # _____ - _____ - _____ (Confidential—to be used in registration system as your Student ID.) ___ Male ___ Female

Business Name _____ Business Phone (____) _____

Business Address _____ City _____ State _____ Zip _____

E-mail address _____

Course Name	Course Date	Course Fee
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
Total Course Fees:		\$ _____

PAYMENT INFORMATION

- Check(s) Enclosed (Please write a separate check for the exact amount of each course, payable to Century College.)
- Business purchase order attached
- Please charge to my: ___ VISA ___ MasterCard ___ Discover Account # _____ - _____ - _____ - _____

Cardholder's Name _____ Exp. Date ____/____/____