

Sales Professional

Diploma

Program Objective

With an ever-growing and competitive market, companies are constantly in need of highly professional and motivated salespeople who can be successful in any type of environment. The discerning Sales Professional understands that it is not so much what you do, but “how” you do it. Partnerships and relationships are established and maintained only when the Sales Professional provides exceptional customer value. Customers have fundamentally changed their expectations in recent years and desire to build a relationship with a Sales Professional who provides value, not just communicates it.

This program is designed to provide students with the fundamental skills, knowledge, and attitudes required for success in an entry-level position. It will appeal to those individuals who are charismatic, energetic, strong communicators, driven by results, and willing to put themselves on the front line.

This program provides students with:

- The knowledge and skills necessary to manage relationships and key accounts.
- An understanding of the sales profession and the environments in which they will be selling.
- The opportunity to explore the consultative selling approach and various selling processes in depth.
- Professional skills to develop sale proposals and deliver effective sales presentations.
- The ability to assess their potential clients and adjust their style to successfully build rapport with each client.

Program Notes

Tuition fees include student manuals and all other course materials. Financial assistance may be available for those who qualify.

Graduation requirements:

Students must achieve a 75% average to obtain a diploma.

Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning College facilitators.

Career Opportunities

Graduates of this program will find opportunities in a variety of companies that produce or provide goods and/or services. Careers that correspond with the skills learned in this program include:

- Account Executive
- Sales Agent
- Broker
- Exporter
- Merchandiser
- Sales Consultant
- Salesperson
- Sales Representative

Duties and Responsibilities

Sales Professionals sell goods and services to retail, wholesale, commercial, industrial, professional, and other clients domestically and internationally. The main duties of a Sales Professional include, but are not limited to:

- Promoting goods and services to existing clients
- Identifying and soliciting potential clients
- Providing clients with presentations on the benefits and uses of goods or services
- Estimating or quoting prices, credit or contract terms, warranties, and delivery dates
- Preparing or overseeing preparation of sales invoices or other contracts
- Consulting with clients after sale to resolve problems and to provide ongoing support
- Reviewing and adapting information regarding innovations, competitors, and market conditions
- Representing companies that export and import goods or services to and from foreign countries
- Possibly conducting sales transactions through Internet-based electronic commerce
- Possibly supervising the activities of other sales representatives



Required Skills and Personal Attributes

To be successful as a Sales Professional, individuals must possess the following skills and attributes:

- Excellent communication skills (written, verbal and presentation skills)
- Outstanding interpersonal skills with the ability to interact and work with individuals at various levels
- Strong decision-making, problem-solving, and negotiation skills
- Organizational and time management skills
- Ability to be a team player
- Ability to work well under pressure
- Proficiency in using e-mail and the Internet to search websites and other related information
- Proficiency in a variety of computer programs, including PowerPoint
- Self-motivated and a self-starter with the ability to prioritize work
- High level of customer service ability
- High degree of personal standards and conduct

Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instructions.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

Program Prerequisites

Keyboarding speed of 25 WPM, knowledge of how personal computers work and may be used, and basic proficiency in a Windows system.

Competencies upon Completion

Core Courses

- **Word Processing**
Basic level of proficiency in Microsoft Word
- **Spreadsheets**
Basic level of proficiency in Microsoft Excel
- **Database Management**
Advanced level of proficiency in Microsoft Access
- **Graphics/Presentation**
Advanced level of proficiency in Microsoft PowerPoint
- **Office Skills**
Basic level of proficiency in Microsoft Outlook and Internet Fundamentals
- **Business Skills**
Customer Service, Marketing and Sales, Business Correspondence Levels 1 and 2, Grammar Essentials for Business Writing, Business Essentials, Business Math, Business Verbal Communication, Business in the Digital Age, Business Law and Ethics, Business Negotiations & Contracts, Business Presentations, Principles of Selling, and Professional Selling
- **Job Readiness/Employability Skills**
Job Search and Résumé Writing and Employment Success Strategies