

Sales Academy Certificate

Program Number: 90-104-2

Certificate

Business and Marketing Program Cluster

Center for Business and Applied Arts

Program offered at Madison and Fort Atkinson Campuses

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Certificate

The Sales Academy Certificate is a certificate program for individuals interested in maintaining or pursuing careers in the marketing/sales industry. The certificate is designed for updating and/or broadening the knowledge of employees in the field of Marketing with an emphasis in Selling. This certificate does not require an application to the college. Students register for individual courses during the open registration period each semester.

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application; the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

Curriculum

Courses	Credits	Hrs/week	
		Lec	
10-104-104 Selling Principles	3	3-0	
10-104-108 Business to Business Sales	3	3-0	
10-104-124 Retail Management	3	3-0	
10-104-160 Sales Management.....	3	3-0	
Total	12		

Courses

10-104-104 Selling Principles 3 credits

Acquaints students with the basic principles and applications of the sales process as they apply to industrial, wholesale and retail selling situations. Includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up.

10-104-108 Business to Business Sales 3 credits

This advanced sales class explores the world of business-to-business selling. Topics explored include Negotiation Skills, Territory Management, Prospecting/Qualifying, Consultative Sales, Trade Show Selling, Relationship Building and Selling in the E-Business Realm. Case studies, role plays and sales exercises will all be practiced to broaden and deepen selling skills. The course is recommended for both new sales professionals and is a perfect refresher or skill-building course for seasoned veterans.

10-104-124 Retail Management 3 credits

This course focuses on the concepts, theories, and hands on skills of managing a retail operation. Key areas of emphasis are management, operations, human resources, merchandising, loss prevention and the supply channel.

10-104-160 Sales Management 3 credits

The role of the Manager in the Sales process is explored in this advanced sales class. Creating a sales program, developing your sales force, motivating sales people, and developing companies to be more selling focused will all be explored through research, case studies, practical applications and projects. Sales skills will be enhanced through the role of a strong Sales Manager.

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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