



Academy of Learning

CAREER COLLEGE

Sales Professional Diploma Program



CAREER OPPORTUNITIES

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

**Government Grants and Financial Assistance
may be available to those who qualify.**

Contact Us: 416-422-5627 | 647-494-5544

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Sales Professional Diploma Program

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 provides students with:

- ◆ An understanding of the sales profession and the environments in which they will be selling.
- ◆ 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.

Career Opportunities

- ◆ 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:

- ◆ 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
- ◆ Possibly supervising the activities of other sales representatives

Competencies and Core Courses

- ◆ **Database Management**
Advanced level of proficiency in Microsoft Access
- ◆ **Graphics/Presentation**
Advanced level of proficiency in Microsoft PowerPoint
- ◆ **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



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