



# PROFESSIONAL SALES CERTIFICATE

[www.missouriwestern.edu/workforce](http://www.missouriwestern.edu/workforce)

## Who Is This Program For?

This program is designed to help participants identify and maximize their sales styles and increase their knowledge. Sales professionals learn about the psychology of selling, effective communication skills, turning a lead into a qualified prospect, handling objections, service after the sale, personal branding and more. Because attendance is such a vital component of the program, participants and their employers must commit to fulfilling and supporting the fulfillment of the program.

## Program Topics

**Week 1:** Finding your Sales Style, Relationship Selling

**Week 2:** Psychology of Selling: Psychological Capital, Perception, Decision Making and Negotiation

**Week 3:** Communication Skills: Verbal / Non-verbal and Improving your Listening Skills

**Week 4:** Approaching the Customer, First Impressions, Needs Discovery

**Week 5:** Making the Presentation, Visual Aides/Technology, Virtual Selling and Demonstration

**Week 6:** Handling Objections and Gaining Commitment:

**Week 7:** Service After the Sale: Retention, Cross-Selling and Referrals

**Week 8:** Personal Branding & Purposeful Networking

**Week 9:** Professional Sales Capstone: Independent Development Plan, Simulated Sales Experience

## Tuition

Tuition for the Fall 2021 Professional Sales Certificate program is \$699. Tuition is non-refundable and due in-full in order for the application to be processed. The program is first come, first served. Classes will be starting the second week of September.

To Register Go To  
[www.missouriwestern.edu/workforce](http://www.missouriwestern.edu/workforce)

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