

>> Program Fact Sheet

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Format Options: Online, asynchronous format. Bonus weekly virtual office hours with faculty.

Program Developer: World-Renowned Center for Professional Selling at Kennesaw State University

Credential: Digital Badge in Fundamentals of Professional Selling



THE FUNDAMENTALS OF PROFESSIONAL SELLING

A NEW PROGRAM FROM KSU'S AWARD-WINNING FACULTY IN TEACHING AND RESEARCH



>> Faculty Members:

Terry W. Loe, Ph.D. (left) is a Professor of Marketing and Professional Sales and Scott A. Inks, Ph.D. (right) is an Associate Professor of Marketing and Professional Sales. Together they have more than 15 years of industry sales experience and more than 50 years of sales consulting, sales training, and sales teaching experience. Both are award-winning faculty that have published more than 60 research articles on the topics of ethics, sales, and sales performance.

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The professional selling program assists companies to

- > Drive new revenue
- > Reduce salesforce turnover
- > Improve ramp-up time for new hires

Key topics include:

- > Developing the mindset of top performing salespeople
- > Building the foundational selling process and the required soft skills
- > Understanding the buyer's mindset
- > Prospecting strategies and skills
- > Presenting value-driven solutions
- > Managing customer objections
- > Successfully gaining commitment

>> Guest Presenters:



Isaac Acquah



Ella Ford



Rachel Loe

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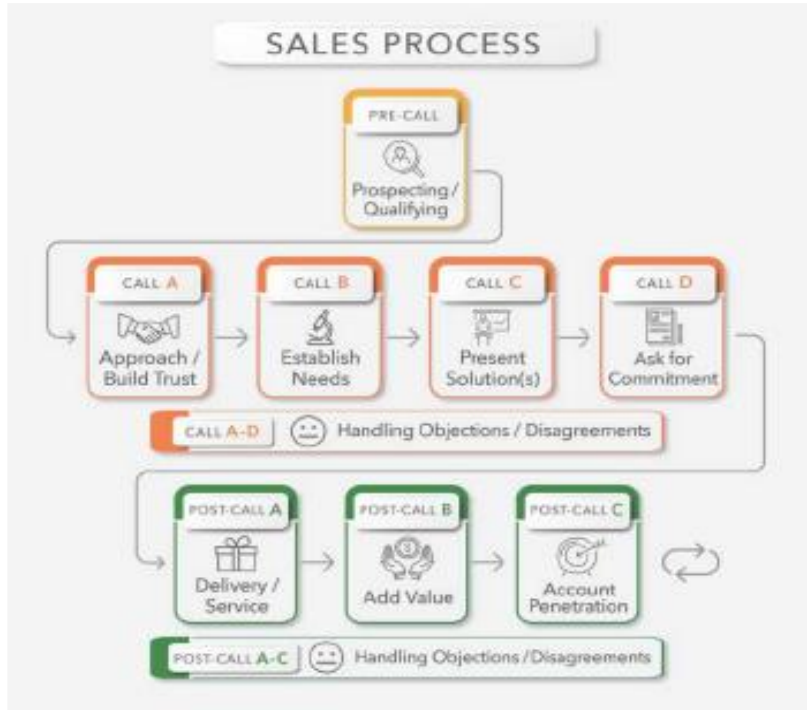
WHO SHOULD ENROLL? THE FUNDAMENTALS OF PROFESSIONAL SELLING

This program will benefit any individual who wants to learn the process and skills needed to become a highly successful sales professional and future sales leader.

- >> **Executive Decision-Makers** who want to dramatically improve their company's sales process and results.
 - >> **Sales Managers** who want to help their sales professionals succeed at all stages of the selling process.
 - >> **Sales Professionals** who want to improve their professional selling expertise and compensation.
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“The 2019 CSO Insights Sales Enablement Study revealed that effective sales training lowers turnover rates and substantially impacts performance. Organizations report an average win rate of 49%, a full 6.5% higher than those without sales training. Sales Enablement improves win rates, new account acquisition, account penetration, and reduces the cost of sales.”
— Miller Heiman Group

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WHAT IS THE VALUE? PROGRAM TOPICS

The Professional Selling Mindset High-performing salespeople have a fundamentally different mindset from mediocre performers.

Understanding the Sales Process An in-depth understanding of the process used by top performing salesforces supported by validated industry and academic research.

Building the Foundation for Success Importance of the soft skills required for developing and building long-term customer relationships.

Prospecting and Qualifying Mastering the art and science of prospecting for high-quality leads.

Establishing the Need Importance of asking questions and listening—proactively probing for customer challenges and positioning to quantify solutions.

Presenting the Value Proposition Focusing on strategically building product value around customer needs.

Handling Questions and Objections Mastering the process needed to effectively manage customer concerns and maintain relationships.

Mastering the Art of the Follow Up Maintaining and penetrating current accounts broader and deeper.

Taking Care of Yourself Best practices in time and stress management for salespeople.

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A DIFFERENT APPROACH TO SALES TRAINING

>> KSU's approach to program design was named a finalist for the **Excalibur Award** by the Technology Association of Georgia and won the **HR Excellence Award** for Most Innovative Use of Technology by the Society for Human Resource Management.

>> **Learning through PLAY:** Your journey begins by completing the program's online content (see above). This is online learning at its best using "GAME-ification" methods. You will conquer quests, earn points, and climb the leaderboard!

>> **Learning through PRACTICE:** In addition to the learning online, you will have a series of "TO DO" activities to complete and share with your Peer Coach throughout the program.

>> **Learning through PURPOSE:** As a faculty team, our goal is help you master the program's content so you can then teach professional selling best practices to others on your team.



Welcome to Serious Play!

We're never more serious than when we play. The Fundamentals of Professional Selling program is built on an award-winning platform that makes online learning engaging, challenging, and, most important, fun! You will conquer quests, earn points, and climb the leaderboard—while gaining the knowledge and skills you need to become a highly successful salesperson.

INVESTMENT & DISCOUNTS

>> **\$895** per person

>> We offer a 10% discount to organizations who send 2 or 3 employees and a 15% discount when you send 4 or 5 employees. We also offer a 20% discount to non-profits, military veterans, KSU alumni, and KSU Center for Professional Selling Corporate Partners.

REGISTRATION

There are three ways to register:

>> **Call** the Coles College Executive Education Center at 470-578-6050.

>> Send an **email** message to bluther@kennesaw.edu.

>> **Register online** at our website: ColesCollege.com/ExecEd



The Award-Winning Center: The KSU Center for Professional Selling is a 3-time National Champion in the National Collegiate Sales Competition. This program is designed and taught by KSU's expert Sales Center faculty.

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PROGRAM DEVELOPER

>> The Center for Professional Selling

Housed in the Michael J. Coles College of Business at Kennesaw State University, has established a professional reputation worldwide. The Center's mission is to prepare and develop future leaders of the sales profession by educating students in the most advanced sales concepts and practices. The faculty members have more than 70 years of combined sales consulting and teaching experience.



Corporate Partnerships:

The Center's Corporate Partners have firsthand access to some of the top sales students in the nation through classroom visits, sales role-play exercises and competition, salesperson shadowing, networking.