

>> Program Fact Sheet



Format Options:
100% Online Format, or
Hybrid Format—50% Online
and 50% Classroom

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

Program Partner:
The College of Professional
Education at Kennesaw
State University

Academic Credential:
Certificate in Fundamentals
of Professional Selling



THE FUNDAMENTALS OF PROFESSIONAL SELLING

A CERTIFICATE PROGRAM FROM KSU'S AWARD-WINNING CENTER FOR PROFESSIONAL SELLING



>> **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.

>> The professional selling certification process assists companies in:

- > Driving new revenue
- > Reducing salesforce turnover
- > Improving ramp-up time for new hires

The 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

>> This program provides a foundation for individuals just beginning their sales career as well as new approaches for veteran salespeople. We can help you perfect your professional selling skills. **Guest presenters** are pictured at right.



Isaac Acquah



Ella Ford



Rachel Loe

WHO SHOULD ATTEND?

THE FUNDAMENTALS OF PROFESSIONAL SELLING CERTIFICATE PROGRAM

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.

“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

WHAT IS THE VALUE? THE PROGRAM'S 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.

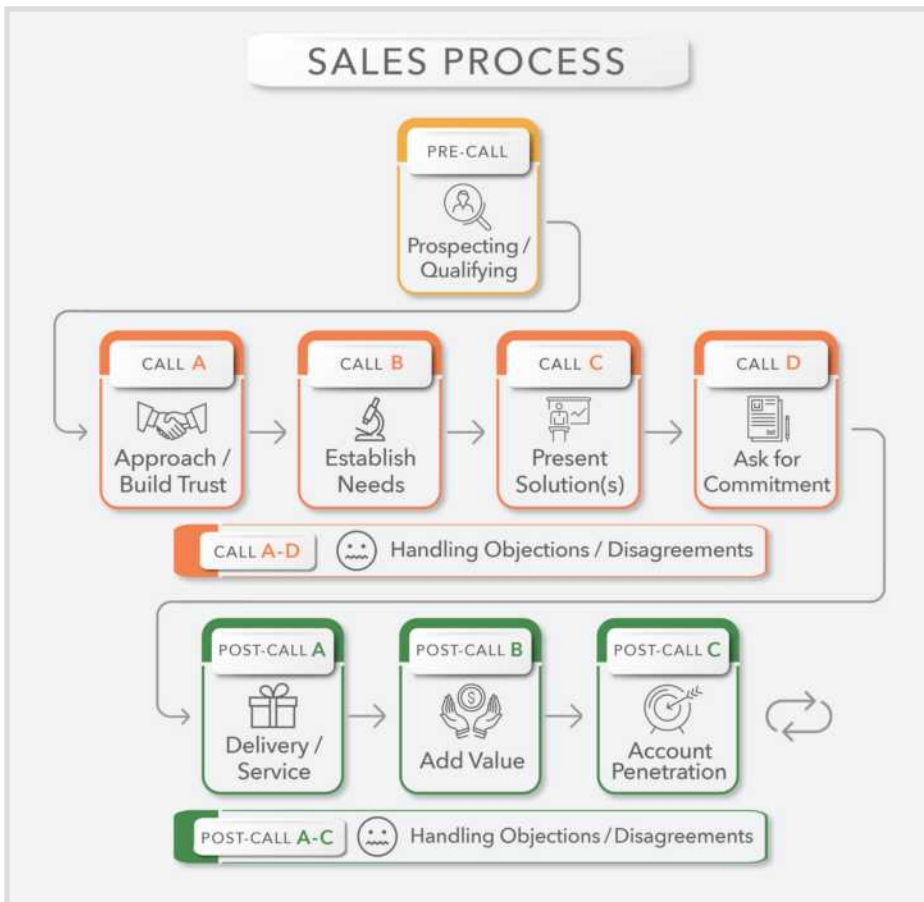
Presenting the Value Proposition
Focusing on strategically building product value around customer needs.

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

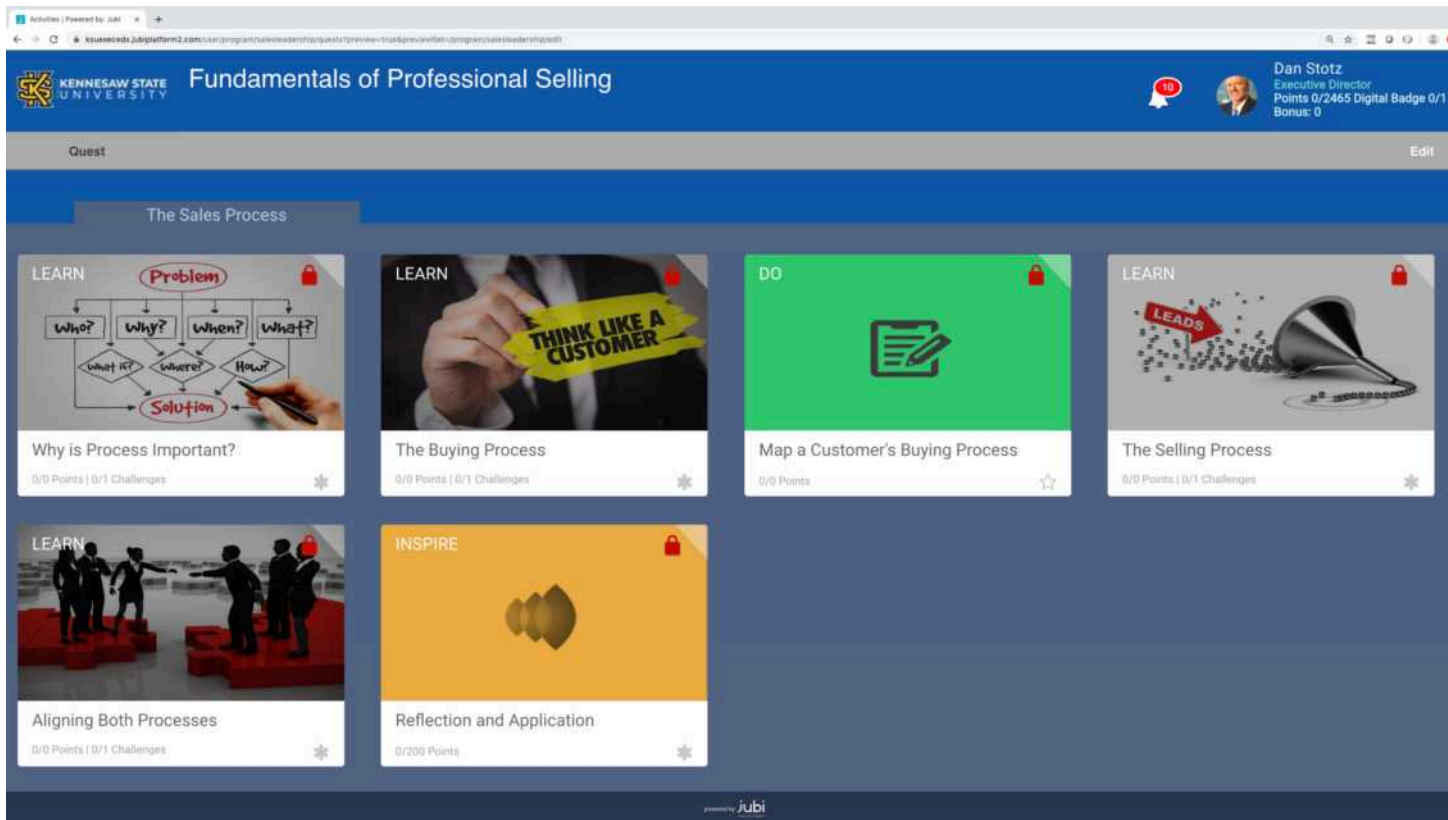
Mastering the Art of the Followup
Maintaining and penetrating current accounts broader and deeper.

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

>> **Your New Credential!**
The Center for Professional Selling at Kennesaw State University will award program graduates with a **Certificate in the Fundamentals of Professional Selling.**



>> Fundamentals of Professional Selling



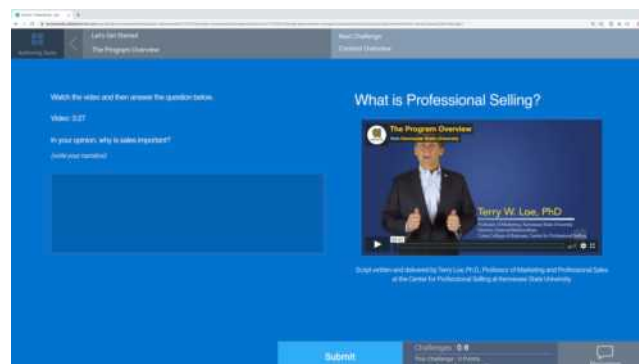
WHY THE HYBRID APPROACH TO SALES TRAINING?

>> KSU's approach to hybrid 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. We blend the flexibility and fun of "GAME-ified" online learning with the power of classroom action learning.

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

>> **Learning through PRACTICE:** With the "learning" portion of the program done online, in advance, and at your convenience; the face-to-face sessions become an Application Lab focused on action learning.

>> **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.



>> Welcome to Serious Play!

We're never more serious than when we play. The online portion of the Fundamentals of Professional Selling certificate 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.

PROGRAM DETAILS: DATES, LOCATION, COST, ETC.

OPTION 1: 100% ONLINE

>> We highly recommend the hybrid version of the program, however we know time and budgets can get in the way so we offer a 100% online version of the program as described on the previous page.

OPTION 2: ONLINE COMBINED WITH CLASSROOM (HYBRID)

>> In addition to completing the innovative online modules, this version of the program also meets from 8:30 AM to 4:30 PM once a month, on a Friday, for five months in a row. Sessions held at the **New KSU Atlanta-Galleria Center** located just south of I-285 and just west of I-75.

Session 1: Friday, Sept. 25th

- > The professional selling mindset
- > Understanding the sales process

Session 2: Friday, Oct. 23rd

- > Building the foundation of success
- > Prospecting and qualifying

Session 3: Friday, Nov. 20th

- > Establishing the Need
- > Presenting the value proposition I
- > Presenting the value proposition II

Session 4: Friday, Dec. 18th

- > Handling questions and objections
- > Mastering the art of the follow-up
- > Taking care of yourself

Session 5: Friday, Jan. 22nd

- > Sales role-play competition I
- > Sales role-play competition II
- > Sales role-play competition III



The Award-Winning Center: The KSU Center for Professional Selling recently won first place in the National Collegiate Sales Competition! This program is designed and taught by the Center's faculty members and the Center's graduates.



Program Location: The five face-to-face sessions are held at the **New Kennesaw State University Atlanta-Galleria Center** located at 100 Galleria Parkway Plaza just south of I-285 and just west of I-75. Plenty of parking and easily accessible for Atlanta-area professionals.



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.

PROGRAM INVESTMENT

- >> \$895 per person (Online Only)
- >> \$3,995 per person (Online and Classroom Action Learning)

PROGRAM DISCOUNTS

>> 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.

PROGRAM 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

PROGRAM DEVELOPER

>> The **Center for Professional Selling**, housed within 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.