

# HIGH-IMPACT SALES

## Certificate Program

### ABOUT THE PROGRAM

Prepare yourself for a challenging and rewarding career in sales.

Learn how to win appointments with key players, communicate proactively, resolve objections, gain referrals and close sales.

You will gain the skills to deliver professional sales presentations, create a positive impression and communicate ideas with clarity and impact.

Students completing this certificate program will be awarded college credit for all courses in the Certificate by Sullivan University (a regionally accredited university offering Associate, Bachelor, Master's, and Doctoral degrees) and will be accepted as a part of the degree credits in programs related to the certificate program selected. Transfer of credit for students attending another University other than Sullivan University may be accepted based on the credit of transfer policies of the receiving University.

- **DEVELOP PEOPLE SKILLS**
- **MASTER THE SELLING PROCESS**
- **DELIVER POWERFUL PRESENTATIONS**

### WHAT YOU WILL LEARN

- Build Rapport
- Ask the right questions
- Build credibility
- Use six tactics to win commitment
- Deliver powerful sales presentations
- Master the seven-step selling process
- Leverage referrals and close sales
- Sell ideas and inspire others

### COURSES

- Sales Advantage
- Effective Communications
- High-Impact Presentations

