



Professional Sales Certificate Series

Course Designed for:

- Sales Personnel
- Account Managers
- Account Executives
- Employees with High Potential
- Manufacturers Representatives
- Sales Coordinator
- Sales Associate
- Sales Manager

Special Notes:

Course is limited to 25 participants in order to maximize personal attention. Registration deadline is one week in advance of start date. Cancellation fees may apply. Ask for details.

Course Fees:

\$159 to \$199 Per Session
Price includes all materials, reference handout and lunch.

Training Locations:

Delta Center for Economic Development
5501 Krueger Drive
Jonesboro, AR 72401

Phone: (870) 972-3850
Fax: (870) 972-3829

E-mail: dced@astate.edu

Website:

www.deltaced.astate.edu

To Register

<http://deltaced.astate.edu/>

4 Great 8 Hour Sessions between August 15th and December 12th, 2008

- Sales professionals face a world today that is vastly different than it was just a few years ago. Keeping current with today's top strategies and best practices is critical for selling success in the current market. This course has been designed to build skills in relationship development, prospecting, presentation strategies and time and territory management.
- Knowledge, Skills, and Application are primary elements of this program. Role Play exercises, self-assessments, simulations, and group discussions are components of this highly interactive, dynamic course. Participants will share and learn with other practitioners and bring new competencies back to their organization. They will have the opportunity to learn and practice concepts in a learning environment and build on their skills to make them more successful in their job.

**Winning Relationships: Sales Strategies for a better today....
and an *incredible* tomorrow.**

Sales Success Strategies- Aug. 15th—\$159

Relationship Development
Sales and Marketing Basics
Self Branding

Servicing Accounts and Increasing Business - Oct. 10th—\$159

Prospecting
Account Management
Developing strong customer relationships

Presentation Skills for a Better Today, Planning Strategies for a Better Tomorrow—Dec. 12th—\$159

Overcoming Objections
Time Management
Career Planning

Advanced Sales Management Skills— Nov. 12th—\$199

Compensation Management
Territory Design
Recruiting,
Selecting and Retention



About the Instructor:

Dr. C. Shane Hunt received his PhD in Marketing from Oklahoma State University in 2007. He is a 2006 A M A Sheth Foundation and 2005 National Conference in Sales Management Doctoral Fellow. He has been published in The Journal of Personal Selling and Sales Management, The Journal of Behavioral and Applied Management. After completing his MBA. Shane went to work for a Fortune 500 company in Tulsa, OK and spent seven years working as a pricing analyst, product manager, and business development manager overseeing numerous Mergers and Acquisitions initiatives. Shane is now a Professor of Marketing at Arkansas State University and serves as a consultant to several of the largest telecommunication companies in North America.