PROFESSIONAL SALES
SPECIALIZED STUDIES PROGRAM • ONLINE

The Professional Sales specialized studies program introduces students to consultative sales as a career and then prepares them to manage sales teams at companies of any size, in any industry.

WHO SHOULD ENROLL
• Early and mid-career professionals who want to learn or expand the sales/technology skills required for success in today’s digital economy.
• Professionals upskilling for promotion, employed senior sales reps, entrepreneurs and company owners, non-sales division heads, current sales managers looking for a refresh/inspiration.

PROGRAM BENEFITS
• Master a successful and iterative 4-step consultative selling process based on behavioral and marketing theory
• Utilize customer data tools, including Salesforce.com CRM, Google, website data, business records, and social media to determine best prospects and develop insights about customers and potential opportunities
• Analyze pertinent customer needs and create the appropriate solution and persuasive presentation aligned with customer needs, goals and objectives
• Use sales planning techniques to achieve sales goals
• Build a personal brand and tailor recruitment resumes and cover letters for sales job interviews
• Know how to research and develop a comprehensive go-to-market plan
• Analyze market and organizational factors to design a sales territory plan
• Communicate sales, performance and compensation-related information effectively
• Understand the benefits of CRM technology and how to develop and encourage acceptance and adoption by sellers
• Deploy best practices in staffing and recruitment
• Perform sales compensation planning

SPECIALIZED STUDIES AWARD REQUIREMENTS
Students must take nine (9) units to complete the program. To attain the specialized studies program, individuals must successfully complete the following within five (5) years:
• Courses totaling a minimum of 9 quarter units (90 hours), with a letter grade of “C” or better
• Students must complete and submit an application for candidacy.

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CURRICULUM (9 units total)
Students will learn through case studies, interactive sessions, online forum discussion and exercises.

Professional Sales Readiness (4.5 units)
This course helps students explore 13 professional sales roles and teaches sales skill applications through real-world employer role-play simulations. Students learn Salesforce.com customer pipeline technology, a contemporary sales engagement platform, and sales planning activities to become successful in a professional sales role. The course focuses on customer research, relationship building, problem solving, and persuasion. It sets the foundation for entering a thriving sales career, progressing to sales management, and preparing for a seat at the leadership table.

Sales Management 1 (4.5 units)
This course provides students a step-by-step opportunity to learn the array of skills needed to build a comprehensive go-to market sales plan for a small, mid-size, or large company in a competitive market. Business management skills are built through detailed case study simulations and role-play assignments. Managers learn to design sales territories and build and compensate teams to meet and exceed sales goals. This knowledge is demonstrated in a comprehensive Capstone Project paper, a portfolio item that will impress any prospective employer.

ADVISORY COMMITTEE
Debbie Holzkamp, BBA, CEO and Founder, Virtanza
Natalie Petersen, BA, Marketing Director, Virtanza
Ibby Vores, BA, Content Developer and Career Development Instructor, Virtanza

TO ENROLL
Visit ce.uci.edu/profsales for full course descriptions, instructor biographies, and enrollment information.

FOR MORE INFORMATION:
BusinessPrograms@ce.uci.edu

CAREER INSIGHT:
Occupational Summary for Sales Representatives
Source: Economic Modeling Specialists Intl.

1,369,915
Annual Job Openings (2020)

4.2%
Projected Growth (2020-2029)

$59k
Median Salary (Highly experienced workers can earn up to $120k)

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