

# PROFESSIONAL SALES SKILLS CERTIFICATE - 9 CREDITS

## About this program

This certificate prepares students to enhance their selling, customer service and speaking skills. It also is designed to provide new sales professionals with the foundational skills for success. This certificate includes courses in public speaking, selling strategies and customer service.

## Program outcomes

1. Apply fundamental sales techniques.
2. Demonstrate interpersonal skills.
3. Demonstrate professionalism in a business environment.

## Curriculum overview

<b>Crds</b>	<b>Requirement type</b>
9	Required courses
9	<b>Total</b>

**Developmental courses note:** A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

**Accreditation:** Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. More information can be found at [www.minnesota.edu/accreditation](http://www.minnesota.edu/accreditation).

## Curriculum requirement details

### Required courses

### Other requirements or restricted electives

<b>Course</b>	<b>Crds</b>
COMM1120 - Introduction to Public Speaking .....	3
MKTG1106 - Professional Selling .....	3
MKTG1110 - Customer Service .....	3



## Course summaries

**COMM1120 - Introduction to Public Speaking** ..... (3 credits)

Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

**Prerequisites:**

**MKTG1106 - Professional Selling** ..... (3 credits)

This course covers a fundamental sales approach that can be used as a foundation for future sales courses. The content covers steps used to plan a sales presentation and methods of determining and filling prospect needs or wants.

**MKTG1110 - Customer Service** ..... (3 credits)

Customer service can determine both a company's and an employee's success or failure. This course covers the skills necessary for an individual to build and maintain customer loyalty. Strategies needed to sustain a positive work environment will be identified. Evaluating and improving customer service systems, from traditional customer satisfaction measurement tools to technology-based customer relationship management systems (CRM), will be explored.

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Program Plan — "Primary"

Locations: Detroit Lakes, Online

1st Fall Term (9 credits)

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## Courses

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COMM1120 - Introduction to Public Speaking .....	3
MKTG1106 - Professional Selling .....	3
MKTG1110 - Customer Service .....	3