



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## UNA MARKETING AND SALES CERTIFICATE

Not getting the sales results expected of you? Need to brush up on your sales tactics? Discover valuable knowledge and critical components to help you grow professionally in the area of marketing and sales while earning a UNA Marketing and Sales Certificate. Attend 8 of the courses listed below to earn the 24-hour certificate.

**Location:** UNA East Campus, 1640 Tune Avenue, Florence, AL

**Tuition:** \$69 per course

**Instructors:** Jerome Gafford, Jana Beaver, Jeremy Stafford

**For additional information, please call Wanda Dixon at 256-765-4786.**

### UNDERSTANDING PERSONALITY TYPES TO BUILD RELATIONSHIPS

Learning Objectives:

- Concept of 'personality types'
- How personality type influences the way we act, think, and communicate
  - Recognition of personality type of others

Course Number: 1614

February 5, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

### OVERVIEW OF PERSONAL SELLING

Learning Objectives:

- Evolution of sales
- Selling approaches
- Careers in selling
- Chally Assessment for predicting sales success

Course Number: 1626

February 19, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

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## **DEVELOPING TRUST WITH SALES ETHICS**

Learning Objectives:

- How to earn trust
- Why is it so important?

Course Number: 1627

March 5, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **SALES COMMUNICATIONS – “TALKING THE TALK”**

Learning Objectives:

- Ask the Right Questions
  - Active Listening
- Non-verbal Communication

Course Number: 1628

March 19, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **PROSPECTING, QUALIFYING, APPROACHING**

Learning Objectives:

- The Prospecting Process – The Key to Sales Success
  - Know Your Customer
- Practice, Practice, Practice

Course Number: 1629

April 2, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **SALES CALLS AND PRESENTATIONS**

Learning Objectives:

- Types of Presentations
- Give the Customer What They Want
  - Get Them Involved

Course Number: 1630

April 16, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

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## **TECHNOLOGY TOOLS FOR LEADERS**

Learning Objectives:

- Overview of technology tools available
- Emerging technology topics (collaboration, online media, web conferencing, social media)

Course Number: 1631

April 30, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **CREATING VALUE AND EARNING COMMITMENTS**

Learning Objectives:

- Sell Solutions not Products
- Anticipating Objections – “No Doesn’t Mean No”
  - Closing – Yes, Yes, Yes!!!

Course Number: 1632

May 7, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **EXPANDING CUSTOMER RELATIONSHIPS – “WALKING THE WALK”**

Learning Objectives:

- Ensuring Customer Satisfaction
- Collaborative Involvement
  - New Opportunities

Course Number: 1633

May 21, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.



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## **SALES MANAGEMENT – “HERDING CATS!!!”**

Learning Objectives:

- Leadership and Teamwork
- Directing the Sales Force
- Evaluating Effectiveness
- Using the Chally Assessment for Sales Force Development

Course Number: 1635

June 11, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

## **SALES TECHNOLOGY TOOLS**

Learning Objectives:

- Web 2.0
- Technology Etiquette

Course Number: 1636

June 25, 2014 • Wednesday • 6:00 p.m. – 9:00 p.m.

*Course descriptions may be found on our website at [www.una.edu/continuing-studies](http://www.una.edu/continuing-studies). You may register online or call (256) 765-4862.*