

UCIRVINE | EXTENSION

**Sales Specialized Studies  
Program**



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[www.extension.uci.edu](http://www.extension.uci.edu)

## OVERVIEW

This program introduces the principles of sales and provides practical experience in hard skills needed by to succeed in sales at all levels. Initial courses focus on the key overarching skills effective salespeople need and then move forward to leverage the basic understanding in order to focus on specific sales skills, marketing/sales team dynamics and requirements, and customer relationship management. All sales people must understand needs assessment, communication, and networking in order to effectively build and implement sales strategies, skills, structure and systems (the 4 S's of sales). The core courses provide students with an opportunity to develop and present sales plans, strategies and tactics.

Classes are practicum based providing time for participants to demonstrate the skills and concepts explored. Adding additional value to the program are the bridging courses which bring together sales, marketing, and other business operations in order to assist the sales person as well as other key decision makers in understanding how and why sales strategies and tactics can be developed with the cooperation of other business departments and in alignment with overarching strategic goals of an organization.

## WHO SHOULD ENROLL

This specialized study program is intended for undergraduates and others new to a potential sales career, professionals taking on additional company roles due to downsizing and other business factors and therefore new to the development and implementation of sales skills and strategies, and marketing professionals needing to further understand how their own marketing role is impacted by sales' requirements..

## CERTIFICATE AWARD REQUIREMENTS

A specialized study certificate in Sales is awarded by UCI Extension to candidates who complete 90 hours of core courses with grades of "C" or better. Requirements must be fulfilled within five years from the date of enrollment in the program. Students who want to obtain a certificate should apply for candidacy prior to completion of the third course in the program. Students not pursuing the award are welcome to take as many individual courses as they wish and may choose non-graded options.

To receive the award, submit a Request for Certificate form when enrolled in your last course in the program.

For more information about the program, please contact Nancy Salzman at [nsalzman@uci.edu](mailto:nsalzman@uci.edu) or (949) 824-5524 or Brian Breen at [bbreen@uci.edu](mailto:bbreen@uci.edu) or (949) 824-1847.

## PROGRAM BENEFITS

- Analyze and apply the four S's of sales (strategy, skills, structure and systems) in a variety of business environments
- Demonstrate an understanding and ability to perform all steps of the sales cycle from needs assessment and negotiation through close
- Demonstrate the ability to identify key customer relationship management (CRM) decision variables and determine how they will improve sales effectiveness
- Analyze the necessary interdependence between marketing and sales and apply these principles in the development of marketing and sales teams
- Develop and present sales plans, strategies and tactics

## PROGRAM FEES

The total cost of the program varies depending on the courses chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course Fees (approximate)	\$1800
Candidacy Fee	\$125
Textbooks	\$300
<b>Total Estimated Cost</b>	<b>\$2225</b>

## LIST OF COURSES

Course #	CORE COURSES	Units	W	SP	SU	F
Mgmt X469.1	Professional Selling: A Course for Sales and Non-Salespeople	3		C		C
Mgmt X469.4	Synergistic Strategies for Marketing and Sales	3		C		C
Mgmt X469.3	Customer Relationship Management—A Sales Perspective	3	C		C	
Mgmt X469.2	A Sales Practicum—Developing Sales Strategies, Tactics and Plans	3	C		C	
Mgmt X469	Sales Prospecting Effectiveness	2.5		C		C
SocEcol X456	Negotiations Skills	2	C		C	

*Note: Schedules are subject to change. Check catalog or website [www.unex.uci.edu](http://www.unex.uci.edu) for most current schedule.*

**F=Fall, W=Winter, SP=Spring, SU=Summer      C = Classroom      O = Online**

For the online course, please visit <http://learn.uci.edu> for more information on how our online courses work.

## CORE COURSES

### **Professional Selling: A Course for Sales and Non-Salespeople Mgmt X469.1 (3 units)**

This course introduces sales and non-sales personnel to the selling process through practical and interactive discussions along with role-playing exercises designed to develop their confident implementation of these skills for a positive impact on the customer. Participants will learn and practice the necessary skills required to implement a proactive approach to selling that includes developing a customer-focused and solution based strategy in establishing strong relationships and long-term partnerships. Sales process, sales plans, and the challenges that may be encountered during the sales cycle will be discussed and tools for successfully going from planning to close are explored. Considerable class focus will be placed on effective questioning techniques, active listening and adaptive selling skills that will enhance the ability to effectively work with both external and internal customers.

### **Synergistic Strategies for Marketing and Sales Mgmt X469.4 (3 units)**

Generations of sales and marketing professionals have struggled to understand each other, ending in frustration and reduced productivity. This dilemma has given birth to many top selling books, but yet the problem persists. In this class we join sales and marketing to discuss the differences, similarities and ultimately how the departments can work better as a team. If you are a sales person you will walk away with better insight to the marketing side of the business and how to influence your marketing team to provide you with tools to be more efficient. And if you are a marketing person, you will learn the world of sales from a practical standpoint so you can increase your value in the revenue generating side of the business. No matter who you are or what your current position is, you will be given enough information to determine—"Can I Sell?"

### **Customer Relationship Management—A Sales Perspective Mgmt X469.3 (3 units)**

Customer Relationship Management (CRM) is a strategic methodology that recognizes customers as the core of a business. Composed of people,

technology and processes, effective CRM optimizes the identification, acquisition, growth and retention of valued customers to maximize profitability and enhance competitive positioning. This course will address both organizational customers (B2B) and individual consumers/households (B2C). Emphasis will be placed on key CRM decision variables and improving sales effectiveness. Topics include customer profiling, sales intelligence systems, sales campaign management, collaborative (internal) CRM and CRM software. The benefits as well as the pitfalls of CRM strategies and implementation will be addressed in depth. Case studies, outside speakers, hands on data analysis and student completion/presentation of a CRM plan will be used to accomplish the objectives for this course.

### **A Sales Practicum—Developing Sales Strategies, Tactics and Plans Mgmt X469.2 (3 units)**

Salespeople must manage their territory as a business by developing strategies supported by tactical action plans in order to focus efforts. The goal is to maintain sales productivity and not simply to be a product vendor. In this course students will learn how to build a sales funnel based strategic plan that will strengthen account relationships and maximize territory results and revenue; manage a sales territories as a business; produce strategies to develop and grow market share and achieve aggressive revenue goals; align company's product/service offering with current market demands; and implement scheduling techniques to ensure the sales plan is a success.

### **Sales Prospecting Effectiveness Mgmt X469 (2.5 units)**

Sales prospecting can be a nerve wrecking experience; however, with the right tools, prospecting is the key to sales success. Contact strategies, value statements, key listening skills, and persuasive presentation methods will be explored and practiced. Students will have an opportunity to apply these tools in a variety of settings in order to form and master their own effective sales prospecting styles.

**Negotiations Skills**  
**SocEcol X456 (2 units)**

Traditionally, the primary negotiation strategy utilized has been a competitive approach commonly referred to as "distributive bargaining." Recently, a more cooperative approach has emerged fostering the term "win-win" negotiation. This approach centers on interests rather than issues and attempts to create value for each side. In an interest based negotiation, attention moves toward solution. This course explores the theory and practice of negotiation and the methodology of obtaining cooperative conflict resolution. It will help business managers and professionals examine positional bargaining, cooperative approaches to impasses and collaborative styles of negotiation techniques.

**APPLICATION FOR CANDIDACY AND  
REQUEST FOR A SPECIALIZED STUDIES CERTIFICATE**  
**Sales**

Please submit this form along with a processing fee of \$35.

Name Mr <input type="checkbox"/> Ms <input type="checkbox"/>		
Home Address		
City	State	Zip
Day Phone:	Evening Phone:	
Job Title		
Employer		
Employer Address		

Payment must be included with application. THE CANDIDACY FEE IS NONTRANSFERABLE AND NONREFUNDABLE.

- My check for \$35 is enclosed (payable to: Regents of the University of California)
- Please charge to:  MasterCard  Visa  American Express

Account No.	Expiration Date
Authorized Signature	

Please mail or fax to: University of California, Irvine Extension  
Student Services  
P.O. Box 6050  
Irvine, CA 92616-6050  
(949) 824-2090 (fax)

Revised 2/20/09

# SPRING 2009 SCHEDULE OF COURSES

## **NEW! Sales Prospecting Effectiveness**

*Management X469 (2.5)*

Instructor: To be announced.  
When: Tuesdays, March 31-June 2,  
6:30-9:00pm; 10 meetings  
Where: Room TBA, UC Irvine  
Campus  
Fee: \$370  
Reg #: 00047

## **NEW! Professional Selling: A Course for Sales and Non-Salespeople**

*Management X469.1 (3)*

Instructor: Mark Stern, B.S.  
When: Wednesdays, April 1-June 3,  
6:30-9:30pm; 10 meetings  
Where: Room TBA, UC Irvine  
Campus  
Fee: \$380  
Reg #: 00062

## **NEW! Synergistic Strategies for Marketing and Sales**

*Management X469.4 (3)*

Instructor: Ellen Callen, B.S.  
When: Mondays, March 30-June 8,  
6:30-9:30pm; holiday May  
25; 10 meetings  
Where: Room TBA, UC Irvine  
Campus  
Fee: \$380  
Reg #: 00148