

UCIRVINE | EXTENSION

Specialized Studies in Sales



University of California, Irvine | P.O. Box 6050, Irvine, CA 92616-6050
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 capstone 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 Francine Berg at fberg@uci.edu or (949) 824-4661.

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 Fee	\$380 per course
Textbooks	\$75 per course
Candidacy Fee	\$35
Parking	\$34 per quarter

**SALES SPECIALIZED STUDIES PROGRAM
LIST OF COURSES**

Course #	Course Title	Units	W	SP	SU	F
Mgmt X469.1	Professional Selling: A Course for Sales and Non-Salespeople	3	C		C	
Mgmt X469.4	Developing Revenue Driving Marketing Programs: Synergistic Strategies for Marketing and Sales	3		C		C
Mgmt X469.3	Customer Relationship Management: A Sales Perspective	3		C		C
Mgmt X469.2	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 for most current schedule.

F=Fall, W=Winter, SP=Spring, SU=Summer

C = Classroom

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.

Developing Revenue Driving Marketing Programs: Synergistic Strategies for Marketing and Sales

Mgmt X469.4 (3 units)

Selling consists of a continuum of relationship building. Marketing develops brand awareness, creates demand, and sales closes the order by personalizing the marketing message and driving urgency. To the degree your programs are successful is dependent on how well your marketing and sales efforts work together. This course will provide tactical plans to optimize the marketing and sales process. We will explore tools to analyze, benchmark, modify, and improve revenue creation in today's economic environment.

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)

Our customers are asking for more performance at less cost, we the sales professional are seen as a cost to be controlled. To counter act this, we need the ability to make our customers more competitive in their marketplace, such as helping our customers become the low cost supplier or the price/performance leader. These are the skills you will develop in "Sales Practicum - Developing Sales Strategies, Tactics and Plans."

You will examine the problems that keep a business executive up at night; cost increases that cut away at profit margins, inflation that eats away at revenues, and competition compressing growth curves. You'll learn to develop a sales strategy that communicates a message that translates your product's performance specification to a financial specification that deals with these problems, establishing yourself as a credible business resource.

A business is made up of people, processes and technology all working together to deliver value to their customers. This value is measured by profit. If business measures its value by profit, it seems that we have a wonderful opportunity to improve our probability of sales success in acquiring the order if we can translate our product benefits to match our customer's desired profit goals.

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.

UNIVERSITY OF CALIFORNIA, IRVINE
UNIVERSITY EXTENSION

APPLICATION FOR CANDIDACY
Specialized Studies in Sales

This form must be submitted, along with a filing fee of \$35, prior to completion of the third course in the Program.

NAME Mr. Mrs. Ms. _____

HOME ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE: DAY _____

EVENING _____

EMAIL _____

SOCIAL SECURITY OR STUDENT ID NUMBER _____

JOB TITLE _____

EMPLOYER _____

EMPLOYER ADDRESS _____

Payment must be included with application.

MY CHECK FOR \$35 IS ENCLOSED (Payable to Regents of University of California).
CANDIDACY FEE IS NONREFUNDABLE AND NONTRANSFERABLE.

CHARGE TO: VISA MASTERCARD AMERICAN EXPRESS

ACCOUNT NUMBER _____

EXP DATE _____

AUTHORIZED SIGNATURE _____

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