

Strategic Sales Certificate

Continuing Professional Development



Complex selling involves multiple contacts and a significant investment of time. During this interactive series process, sales professionals learn and apply critical skills and techniques for achieving success. Sessions focus on key challenges faced by business-to-business selling professionals, including gaining access to decision makers, making effective presentations and managing their time. Join sales professional Monte Lewis for this dynamic series!

WPDI

Workforce and Professional
Development Institute

College of Lake County
Continuing Professional Development
19351 West Washington Street
Grayslake, Illinois 60030-1198



College of Lake County

For specific dates and times and registration
information go to wpdi.clcillinois.edu/professional
or call (847) 543-2615

NEW! Strategic Sales Certificate

This dynamic series will teach you how to provide solutions for your clients and exceed your sales goals. Register for these four courses by enrolling in the certificate series at the discounted price of **\$899.00**. Or register for any one or more of the individual courses.

Value-Based Selling

Selling today is a reflection of an evolving society, its values and preferences. As a professional salesperson you must continue to adapt to change. You will apply a consultative sales approach using advanced questioning skills, learn a five-step sales model, gain sales time management ideas and prospecting approaches.

Cost: \$249.00

New Business Development

Develop the skills you need to connect with the people who need the services or products you have to offer. Learn the sales prospecting system and how to work the nurture campaign system. Also discover methods for getting through the gatekeepers and ways to improve both the quantity and quality of your prospects.

Cost: \$249.00

Time and Territory Management

Pick up the tools that will help you get the most out of your resources. Learn three core time management principles, and how to apply them daily to increase your productivity. Discover four territory management models and the top technology investments to facilitate sales growth. **Cost: \$249.00**

Sales Presentation Skills

Become a more skilled presenter and a greater asset to your organization. An effective presentation sets the stage for the rest of the sales process. Increase your effectiveness as a communicator, using words, tone and body language to convey the same message. Learn to plan a presentation, to develop your timing, to engage prospects and to plan the close. **Cost: \$249.00**



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