

Sales Management

(version: 5/1/12)

REVISED Due Date for Applications:

Applications must be received by May 11, 2012.

When Program will be Offered:

The class is comprised of two (2) class meeting on Saturdays. To complete the class you must attend both Saturdays.

- May 26, 2012; 8:30am -5 pm
- June 2, 2012; 8:30am -5 pm

Location: Fullerton campus. Room TBA.

Program Description:

Perhaps you are a:

- Sales representative, customer service representative, or customer service engineer and feel your ready for a promotion to management (or would like to improve your performance by having a better understanding of your boss' job).
- Sales leader who'd like to improve his/her skills as a manager.
- University student who's taken a sales class(es) and feel ready for the next challenge.

If this is you, then please consider this class. Building on your sales experience and training, this class will take you into the world of sales management. This course will cover recruiting sales talent, territory planning, forecasting, motivating, performance management, and forecasting.

Instructor

Mihaylo College of Business and Economics
California State University, Fullerton
Office: SGMH 5357B
P.O. Box 6848
Fullerton, CA 92634-6848

657.278.3235
www.fullerton.edu/sales

Corey Hutchison, a corporate sales leader, sales consultant, author, speaker, sales educator, and leading authority on sales, will teach this class.

What you will get upon completion:

After successfully completing the course, attendees will receive a “Certificate of Completion.” The Certificates will be awarded at a reception to be held Spring semester.

By the way, this course represents an important step toward earning a *Certificate of Professional Sales*. The SLC is pleased to announce the creation of the “Certificate of Professional Sales” program.

To earn your Certificate of Professional Sales, you’ll need to complete courses a, b, and c in any order:

- a. Any two courses offered by The Sales Leadership Center AND
- b. MKTG 370 Buyer Behavior AND
- c. MKTG 401 Professional Selling

Program cost for CSUF Students:

- SPECIAL PRICE FOR CSUF STUDENTS: ~~\$99~~ \$49
- The Sales Leadership Center is able to offer a fee reduction for all CSUF students who are admitted. This is a result of generous support from the Marketing Department, the MCBE, and the sponsors of the SLC.
- Applicants who are CSUF students are required to submit a check with their applications (further information below).

Program cost for non-CSUF Students:

- Tuition: \$199
- Applicants who are not CSUF students are required to submit a \$199 check with their applications (further information below).

Recommended Preparation (if currently a CSUF undergraduate student)

- To prepare for this course, we recommend that you complete (or be taking): Marketing 401, Professional Selling OR any of the other courses offered by The Sales Leadership Center.
- If this is not feasible, we recommend that you read a general book on sales in preparation.

Process

Complete your application and turn into:

Christopher T. Kondo, Ph.D.
Director, The Sales Leadership Center
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing
Office: SGMH 5230
P. O. Box 6848
Fullerton, CA 92834-6848

ckondo@fullerton.edu
Office (714) 278-2527

The SLC may choose to interview candidates.

Application Packet should include:

- Application for Admission (attached page).
- Check for appropriate amount. Please make check out to The Sales Leadership Center.

Application for Admission
Sales Management

Due Date for Applications:

Applications must be received by 5/4/12.

Name of course you are applying for:	
Date of class meeting(s)	

Last Name	
First Name	
Local Street Address (including apartment #)	
City, State, Zip	
Phone	
Email Address	
College/Major	
Minors	
GPA	

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Year (Freshman, sophomore, etc? Undergraduate, grad student?)	
Marketing courses completed	