

Sales Training Course

(version: 8/24/09)

Due Date for Applications:

Applications must be received by Tuesday, November 10, 2009

Program Description:

- Please see www.fullerton.edu/sales and click on Certificate.
- Also consider attending a Complimentary Orientation Program for further information (see website for dates).

When Program Will be Offered:

The program will be offered twice in the 2009/2010 school year:

Session A: Three consecutive Saturday's: January 9, 16, 23; 2010
8 am – 3 pm each day.

Session B: Three consecutive Saturday's: March 6, 13, 20; 2010
8 am – 3 pm each day.

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 April 15, 2010, 4 pm.

By the way, the Sales Training Course represents an important step toward earning a *Certificate of Professional Sales*. For many, the Sales Training Course has sparked an interest in further related study. 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 the following three courses in any order:

- Sales Training Course
- MKTG 370 Buyer Behavior
- MKTG 401 Professional Selling

Program cost for CSUF Students:

- Tuition: \$199
- Net cost for CSUF students: \$99.
- The Sales Leadership Center is able to offer a \$100 scholarship for all CSUF students who are admitted. This is a result of generous support from the Marketing Department, the MCBE, and our corporate sponsors.
- Applicants who are CSUF students are required to submit a \$99 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).

Requirements

- GPA: 2.7 or approval by any member of the marketing faculty.
- Completion of Marketing 351¹, Principles of Marketing, or approval by any member of the marketing faculty. Copy of note from faculty member should be included with application.

¹ By the time the Sales Training Course begins

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SLC plans to announce decisions by late November/early December.

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)
- Unofficial transcripts verifying your GPA.
- Resume.
- Check for \$99 if you are a CSUF student OR a check for \$199 if you are not a CSUF student.
Please make check out to The Sales Leadership Center.
- Typed personal statement of one or two pages typed doubled spaced. Personal statement can discuss any or all of the following topics:
 - Career goals
 - How sales training would fit into your planned career
 - What you might contribute to classroom discussion in the Sales Training Course
 - What you perceive as your key strengths in listening, persuading, negotiating, building and maintaining relationships, or communicating.

Application for Admission
Sales Training Course

Last Name	
First Name	
Local Street Address (including apartment #)	
City, State, Zip	
Phone	
Email Address	
College/Major	
Minors	
GPA	
Year (Freshman, sophomore, etc? Undergraduate, MBA student?)	
Marketing courses completed	
Session preferred (check one)	<input type="checkbox"/> I prefer session A; January 9, 16, 23, 2010 <input type="checkbox"/> I prefer session B; March 6, 13, 20, 2010 <input type="checkbox"/> Either session is ok with me.

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657.278.3235
www.fullerton.edu/sales

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