

**Sales Training Program**

Leading to Certificate of Professional Sales  
(version: 11/6/08)

**Deadline!**

**The deadline for submitting applications is Friday, December 12, 2008.**

Program Description:

- Please see [www.fullerton.edu/sales](http://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:

- Program consists of five 2.5 hour sessions to be offered during the intersession.
- Time: 7:00 – 9:30 pm on: 1/13/09, 1/14/09, 1/15/09 and 1/20/09, 1/21/09

Cost of Program/Scholarships

- \$199 – see following note.
- The Sales Leadership Center anticipates being able to offer **full scholarships for all CSUF students who are admitted**. This is a result of generous support from the Marketing Department, the MCBE, and our corporate sponsors.
- If you are a CSUF student and are interested in the program, please apply! Do not let financial concerns dissuade you!
- Any CSUF student who applies for admission to the Sales Training Program will automatically be considered for a scholarship.

### Requirements

- GPA: 2.7 or approval by any member of the marketing faculty.
- Completion of Marketing 351<sup>1</sup>, Principles of Marketing, or approval by any member of the marketing faculty.

### Application Packet

- ✓ Attached page (“Application for Admission”).
- ✓ Unofficial transcripts verifying your GPA.
- ✓ Resume.
- ✓ Typed personal statement of one or two pages typed doubled spaced. Personal statement can discuss on 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 Program
  - What you perceive as your key strengths in listening, persuading, negotiating, building and maintaining relationships, or communicating.

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<sup>1</sup> By the time the Sales Training Program begins

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

- Applications will be accepted, evaluated, and processed on rolling basis beginning October 1 and continue until class is filled or the deadline, whichever comes first.
- Yes, the earlier you apply the better.
- The SLC may chose to interview candidates.

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**Application for Admission**

Sales Training Program

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	