

## Sales Skills for Consumer Products Class

(version: 5/1/12)

### Due Date for Applications:

Applications must be received by Friday, 6/22/12.

### Program Description:

- After a quick review of sales fundamentals, this course will present ways to use those skills in the consumer products industry. From Nestle to Frito Lay to Stanley Black and Decker to Target, CSUF graduates are thriving in these organizations and this course will provide an introduction to some of the key skills useful for graduates who enter this exciting industry segment.
- There is a strong emphasis on experiential learning with several role-plays and exercises.
- Also, watch schedule as Information Sessions are offered periodically.

### When Program Will be Offered:

The class is comprised of one class meeting on Saturday:

- Saturday, 7/14/12, 8:30 am – 3:30 pm

The class will be offered on the Fullerton campus, room TBA.

### 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: ~~\$29~~ \$19
- 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, Mihaylo, 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: \$99
- Applicants who are not CSUF students are required to submit a \$99 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

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

**Application for Admission**  
**Sales Skills for Consumer Products Class**

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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	

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](http://www.fullerton.edu/sales)

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