

## Sales Skills for Leadership

(version: 2/4/12)

### Due Date for Applications:

Applications must be received by Friday, ~~2/10/12~~ 2/17/12.

### Program Description:

- Are you a leader or do you aspire to a position of leadership? Or, perhaps you plan on starting your own business someday. If so, this is the class for you. This class will review the fundamentals of sales AND the fundamentals of leadership and then quickly delve into the many synergies. For example, we all know that having a common goal is a fundamental tenet of leadership. But how do you achieve that? The use of sales skills is an effective approach – building rapport, asking questions, presenting, ideas, answering questions, and bringing closure.
- Class will be based on experiential learning with many exercises role plays.
- Also, watch schedule as Information Sessions are offered periodically.

### When Program Will be Offered:

The class is comprised of three class meetings on Saturdays:

- Saturday, 2/25/12, 8:30 am – 5 pm
- Saturday, 3/3/12, 8:30 am – 5 pm

The class will be offered on the Fullerton campus, room 2311.

### 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 (next page)
- Resume
- Check for appropriate amount. 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 this training would fit into your planned career
  - What you might contribute to classroom discussion in the course
  - What you perceive as your key strengths in listening, persuading, negotiating, building and maintaining relationships, communicating and leadership

Application for Admission

**Sales Skills for Leadership**

Due Date for Applications:

Applications must be received by Friday, 2/17/12.

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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