
Academic Plan as of Fall 2021

Program Description:

The explosion of new technologies has transformed selling activities within any sales team. Tools, data, analytics, protocols and processes now play as big a role as persuasion and persistence. This course explores the science behind these activities and the data-driven strategies for developing, managing and converting sales leads and pipeline into revenue. You will create a Strategic Sales Development Playbook with activities to advance a real-world company's sales team efforts for increased sales performance and revenue.

Delivered fully online, Sales Development Science is taught by industry experts and covers all of the key areas required to sell more efficiently and effectively. Each week features a new learning module in the Learning Management System (LMS) and the option to join a live/online roundtable facilitated by a Sales practitioner.

Program Learning Outcomes:

Upon completion of the Sales Development Science Certificate, the student will be able to:

- Apply sales development strategies and methodologies to achieve an organization's sales goals.
- Manage key technologies leveraged by sales professionals, including Customer Relationship Management automation (Salesforce Sales Cloud).
- Identify ideal customer profiles and target personas to effectively generate leads, and create a plan for ongoing pipeline management
- Understand the sales concepts and techniques needed to interview with confidence and navigate professional relationships to achieve personal goals.

Program Requirements:

To earn the Sales Development Science Certificate, you must successfully complete the Sales Development Science course to earn 7 CEUs

Required Courses:

- Sales Development Science (SC1100)

Prerequisites and Admissions Requirements:

No experience necessary. Students need to have a desire to learn and engage with a fast paced, hands-on curriculum created to drive career outcomes. Mentors will work with students to help fill any knowledge gaps and ensure they are getting a full experience.