Sales Management Program Combines Creativity and Business Skills by Jason White

Article published on December 20th 2011 | College

Excellent interpersonal skills, excellent listening and oral communication skills, self-directed, thrive under pressure, highly organized: If these words describe you, the Graduate Certificate program in Marketing â€“ Sales and Account Management may be your route to career success. This sales management program takes just two semesters to complete and focuses on ensuring that students gain a solid foundation in the intricacies of acquiring and maintaining relationships with major client accounts.

Conducted out of Progress Campus â€” which is Centennial Collegeâ€™s largest campus, centrally locate and houses many of the institutions business programs â€” this undertaking provides ample opportunity for networking. In addition, students can speak to their professors about industry opportunities as these professionals come from the sales management field with extensive experience in sales, negotiation and account management in the business-to-business realm.

An ideal balance between theory and hands-on learning is provided so that students are equipped with a wide range of skills upon graduation that will make them instantly employable. The undertaking extensively uses learner-centered approaches such as: role-playing, simulation and cases, with a focus on developing selling, negotiating and presentation skills. Hands-on training is also provided in using sales force automation software. Specific courses within the sales management program include: Case Analysis and Marketing Metrics, Fundamentals of Selling, Fundamentals of Project Management, B2B Marketing, Strategic Account Development, Sales and Account Management and others.

In order to graduate from the sales management program, students must maintain a C grade average and an overall GPA of 2.0. Once they receive their Ontario College Graduate Certificate, graduates of the sales management program walk away with enough knowledge to apply for a number of jobs. If, however, students would like to gain even more experience, an optional third semester internship in the sales account management program is available.

Those interested in applying to this sales management program must submit an official transcript demonstrating proof of successful completion of a post-secondary advanced diploma or degree program. They may also be required to conduct an interview with officials, submit a resume and undergo an English and/or math skills assessment. Centennial College will also consider applicants presenting a combination of partial post-secondary education and relevant work experience, open to all disciplines.

Upon sales management program graduation, students go onto have careers are: key account managers, account executives, commercial sales representatives, sales specialists, technical sales representatives, sales consultants, sales coordinators, inside sales representatives, territory sales representatives and more. Despite the different positions, essentially, the field of Marketing: Sales and Account Management involves acquiring and maintaining relationships with major client accounts of mid to large sized companies that have their own sales force. These companies range from ones who handle medical and dental technology to those offering software and pharmaceutical products.

Article Source:
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Jason White - About Author:
Emma authored this article about Centennial Collegeâ€™s a titleSales Account Management Program Sales Account Management Program undertaking, which includes courses such as B2B Marketing, Strategic Account Development and more.

Article Keywords:
Sales Account Management Program, Account Management Program

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