

CERTIFICATE IN BUSINESS-TO-BUSINESS SELLING

The Business-to-Business Selling certificate provides an opportunity to develop significant knowledge and experience in addressing business customers' needs and building long-term mutually beneficial relationships. Learn about approaches for attracting customers, planning for and conducting meetings with business customers, managing a sales force, designing channels of distribution, and developing marketing strategies. This certificate may provide career advancement opportunities within selling, sales management, and business-to-business marketing.

Learning Objectives

Upon successful completion, students will be able to:

1. Discuss what business customers expect from vendors and business partners.
2. Conduct customer and competitive analyses as an input into the sales process.
3. Learn the planning and implementation of trust-based sales encounters with business customers.
4. Identify effective sales strategies.
5. Learn recruiting, selection, training and leadership of sales force.