

SALES ESSENTIALS ONLINE CERTIFICATE **++**

Unlock your full sales potential to thrive in today's dynamic market by mastering sales fundamentals, conquering obstacles, and generating leads.

This online certificate equips participants with the essential skills to enhance their sales capabilities in competitive markets. First, a solid foundation in the sales process will be established, empowering participants with effective tools to handle objectives and close deals of any size confidently. Next, participants will learn strategic approaches to identifying and nurturing leads, a skill crucial for expanding client bases and optimizing sales efforts. Finally, participants will discover ways to turn objections into opportunities, fostering stronger client relationships and driving continuous sales growth. All three online modules utilize interactive techniques to create an engaging and impactful learning environment.



Modules in this Certificate:

- Sales Fundamentals
- Prospecting and Lead Generation
- Overcoming Sales Objections

Duration:

This program consists of three asynchronous, online modules. XLC recommends completing the self-paced program in six months.

**Cost: \$695 General Registration
Select Discounts Available.**

1.8 CEUs will be issued for this program

Audience:

Professionals at any level who want to improve their sales skills.

Digital Badge:

Xavier Leadership Center is proud to offer each participant a digital badge in Sales Essentials once participants have met program completion criteria. Digital badges include a direct link to view program credentials and can be utilized by participants on social media and digital resumes.



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PROGRAM TOPICS:

Sales Fundamentals:

The Sales Fundamentals course will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Participants will become more confident, handle objections, and learn how to be a great closer.

Prospecting and Lead Generation:

With the Prospecting and Lead Generation course, participants will begin to see how important it is to develop a core set of sales skills. By managing and looking at the way people interact and seeing things in a new light, participants will improve on almost every aspect of their sales strategy.

Overcoming Sales Objections:

Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.



ABOUT THE ONLINE LEARNING ENVIRONMENT:

This certificate program is 100% online and asynchronous, allowing participants to learn at their own pace. Participants may complete the three modules included in this certificate in the order they choose. Once all three modules are complete, participants will receive a certificate of completion and a digital badge.