

Date: _____



WISCONSIN
SCHOOL *of* BUSINESS

Professional Development Certificate: Sales Management

EXECUTIVE EDUCATION

You can shape the future of your career with just four courses.

How do you and your company benefit from certificate recognition?

This certificate program guarantees your current or future employers that you have a robust understanding and ability to execute the skills required to succeed in your field. You personally are assured that your skills are world-class, up-to-date and follow the “best practices” of today’s most successful companies.

To qualify for the **Professional Development Certificate: Sales Management** the applicant must have taken or have equivalent knowledge of High Performance Sales, Strategic Sales, Capstone Sales and Basic Finance.

Core course requirements (complete the following):

- Effective Sales Management
- Executive Leadership in Sales Management

Elective course requirements (complete two of the following):

- Marketing through Channel Partners
- New Product Development
- Project Management: Planning, Scheduling and Control
- Accumen in Action
- Business Acumen and Strategy for Managers

Name: _____
(first) (middle initial) (last)

Position Title: _____ **Company Name:** _____

Business Address: _____
(Address) (City) (State) (Zip)

Contact Information: _____
(phone) (email)

Sales Management Experience: *(list your sales management experience in the last five years.)*

Name/location of organization, Date(s), Experience: _____

Education: *(schools & degrees.)* _____

Non-credit education: *(sales management seminars taken inside our outside your firm within the last three years.)*

Institution, Location, Date(s): _____

For more information on the **Professional Development Certificate: Sales Management**, call Barb Wolfe, Program Coordinator, at (608)441-7314 or e-mail her at bwolfe@exed.wisc.edu. We look forward to helping you with your career goals. FAX this application to UW Executive Education at 608-441-7325. *To register or to view the current dates & times of classes, visit our website: exed.wisc.edu or call (800)348-8964*