

Date: \_\_\_\_\_



**WISCONSIN**  
SCHOOL of BUSINESS

# Professional Development Certificate: Sales Professional

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.

## Core course requirements (complete two of three):

- High Performance Sales
- Strategic Sales
- Capstone Sales

## Elective course requirements (complete two of the following):

- Effective Sales Management
- Finance and Accounting for Non-Financial Executives
- How to Influence without Direct Authority
- Marketing through Channel Partners
- New Product Development
- Pricing: Frameworks and Applications

**Name:** \_\_\_\_\_  
(first) (middle initial) (last)

**Position Title:** \_\_\_\_\_ **Company Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_  
(Address) (City) (State) (Zip)

**Contact Information:** \_\_\_\_\_  
(phone) (email)

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

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

**Education:** *(schools & degrees.)* \_\_\_\_\_

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

Institution, Location, Date(s): \_\_\_\_\_

For more information on the **Professional Development Certificate: Sales Professional**, call Barb Wolfe, Program Coordinator, at (608)441-7314 or e-mail her at [bwolfe@exed.wisc.edu](mailto: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](http://exed.wisc.edu) or call (800)348-8964*