



The College for  
Adult Learning  
We're who you trust

# BSB51915 Diploma of Leadership & Management (Business Sales)

Gain an Edge on  
Your Competition!

## Dual Qualification Program comprising Diploma of Leadership and Management + Certificate IV in Business Sales BSB40615 (ONLINE)



CAL's "gold standard" dual qualification will give you the skills you need to **increase your company's sales results** personally and by harnessing a high performing sales team to produce much **higher closing rates and improved profits** through **increased productivity and high motivation**.

This **NEW Dual Qualification Program** has been developed specifically for Sales Managers and aspiring Sales Professionals who want to know how to successfully sell as well as how to manage the sales team to achieve ongoing success.

**CAL's purpose designed Business Sales Leadership & Mgt. Program is delivered online over 5 learning modules:**

1. Preparing for a Career in Sales and Committing to Success
2. Understanding the Customer & Addressing their Needs
3. Managing the Sales Process & Successful Sales Techniques
4. Building & Motivating the Sales Team to Deliver Real Results
5. Planning for Success: Developing the Sales Plan, Strategies and KPI's.

**Accredited Course Units (see website for more details)**

BSBPRO401 Develop product knowledge  
BSBREL402 Build client relationships & business networks  
BSBSLS407 Identify and plan sales prospects  
BSBSLS408 Present, secure & support sales solutions  
BSBCUS401 Coordinate implementation of customer service strategies  
BSBCUS402 Address customer needs  
BSBMM401 Make a presentation  
BSBSLS501 Develop a sales plan  
BSBSLS502 Lead and manage a sales team  
BSBLDR503 Communicate with Influence

BSBLDR501 Develop and use emotional intelligence  
BSBLDR502 Lead & manage effective workplace relationships  
BSBWOR502 Lead & manage team effectiveness  
BSBMGT515 Manage operational plan  
BSBCUS501 Manage quality customer service  
BSBMGT502 Manage people performance  
BSBWOR501 Manage personal work priorities & PD  
BSBHRM405 Support recruitment, selection & induction of staff  
BSBFIM501 Manage budgets & financial plans

"I've learnt a lot and feel a lot more confident in my ability to handle sales & marketing. The course helped me to identify the unique selling proposition of our company, who to target and how to sell. Rob is a fantastic source of inspiration and his personal mentoring made all the difference. Even now I can still ring him for advice!  
Marcus Stevens – Mikado Logistics

### Fact:

**Qualified Sales managers earn more and get promoted faster, than unqualified sales managers. They get results!**

The average pay for a sales manager is \$99,066 per yr. Salaries range from \$60,874 to \$170,620 plus bonus/commissions from \$2,021 to \$42,282<sup>1</sup>.

### Fact:

**There is an ongoing skills shortage for Successful Sales Professionals**

A search on seek.com.au<sup>2</sup> shows there are in excess of 30,000 jobs across Australia in Sales and more than 15,500 sales managers positions advertised.

### Fact:

**The number of Sales Jobs is growing year on year<sup>3</sup> with future job openings high.**

Over the next 5 years (to 2018) the number of job openings for Sales Professionals is expected to be high – that is above 50,000.

<sup>1</sup>[www.payscale.com/research/AU/job=National\\_Sales\\_Manager/Salary](http://www.payscale.com/research/AU/job=National_Sales_Manager/Salary)

<sup>2</sup>Results taken from [www.seek.com.au](http://www.seek.com.au) viewed 'in Australia' 9 Feb. 2015.

<sup>3</sup>[www.joboutlook.gov.au](http://www.joboutlook.gov.au) viewed 9 Feb. 2015

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## Fast Track > The time is now for career mastery. In Business Sales

You'll discover CAL's programs are outstanding value for money.

CAL's Diploma Pathway Options caters for your unique workplace history and allows you to select the amount of program coaching right for you. Our career advisors will assist you to choose the learning pathway, price point and payment plan choice that is best for you. Enquire today for our current fee schedule or visit our website [www.collegeforadultlearning.edu.au](http://www.collegeforadultlearning.edu.au).

**For a comprehensive list of program topics and, to learn more about this innovative and elite sales course, visit our website.**

**Your Dual Qualification of Management/Business Sales with CAL includes:**

- ✓ All Dual Course prerequisite tutorial units
- ✓ A selection of Sales Mastery & management elective tutorials
- ✓ Introductory 30-60 min coaching call (Value \$130)
- ✓ A Learning Styles Questionnaire and 1 hour assessment (Value \$150)
- ✓ These free resources to further support your learning – A Guide to Learning Online, Easy Ergonomics Computer User Guide, Time Management Tips. (Value \$150)
- ✓ Comprehensive case studies to use as you need
- ✓ Comprehensive sales manager's toolkit to support your team & ensure success
- ✓ Recognition of Prior Learning (RPL) for the skills you already have

"If you want something you can do in a few months and fast-track your learning, the College of Adult Learning will get you there"

Jo Grist

**These 7 Career Mastery Pathway Options are available to enhance your learning...**

1. Continued coaching via email or telephone with our trained learning coaches along with specialised coaching sessions with CAL's sales guru Rob Golding
2. Access to 50+ hours of important elective video tutorials
3. A designated Program Manager and Learning Coach to assist with working the online program including advice on how to complete your Assessments & be work ready
4. 1 hour Career Planning advice
5. 1 hour Job Ready resume advice & interview preparation
6. Free access to CAL's lunchtime Webinar Series
7. 20% discount (as a CAL student) on CAL Short Courses and On Demand video courses

**Study at your own pace - Achieve your Dual Qualification in 10-18 months**

This program is specifically designed for busy people who are currently or have previously worked in sales and/or customer service environments. The program provides Recognition of Prior Learning for the skills and knowledge you already have and focuses entirely on the gaps – the knowledge and skills you still need to manage projects efficiently and effectively.

**14 Day "Earn Your Trust" no risk guarantee**

We are completely confident that our program is the best in the market. Sign up today with full payment and commence your course. For 14 days you can explore the introductory tutorials, meet your online Learning Coach and have access to the free tools and resources. If you decide this

program is not for you we will provide you with a refund. **Terms and Conditions do apply.**

**Why CAL is a better choice**

In a recent survey of over 150 CAL graduates:

- 100% said CAL met or exceeded their expectations
- 100% responded that CAL's courses offer value for money
- 98% actively recommend CAL courses to others

**CONTACT CAL NOW 1300 907 870**

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[www.collegeforadultlearning.edu.au](http://www.collegeforadultlearning.edu.au)

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