



The College for
Adult Learning
We're who you trust

BSB40615 Certificate IV in Business Sales

Boost Your Income
Potential!

Certificate IV in Business Sales (ONLINE)

Few jobs are more crucial to the ultimate success of a business than sales because it shapes and determines nearly all of a company's interactions with customers. An exceptional sales professional is the driving force behind any successful business venture.



In sales your income is based on your performance. CAL's "gold standard" Business Sales qualification will give you the skills you need to be an exceptional Sales Professional, to **increase your company's sales results**; produce much **higher closing rates** and develop high quality relationships.

This **NEW ONLINE Program** has been developed specifically for Sales Managers and aspiring Sales Professionals who want to further develop their skills and/or learn how to successfully sell.

CAL's purpose designed Business Sales 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)

Course comprises 10 units (4 core 6 electives)

CORE

BSBPRO401 Develop product knowledge
BSBREL402 Build client relationships and business networks
BSBSLS407 Identify and plan sales prospects
BSBSLS408 Present, secure and support sales solutions

ELECTIVES

BSBCUS401 Coordinate implementation of customer service strategies
BSBCUS402 Address customer needs
BSBSLS501 Develop a sales plan
BSBSLS502 Lead and manage a sales team
BSBWOR501 Manage personal work priorities and professional development
BSBCM401 Make a presentation

"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:

Successful sales people can earn much more than their peers in other jobs

Most sales roles are commission based. In roles with uncapped commission, successful sales people – even at entry level - can earn six figure incomes that is well over \$100,000!

Fact:

There is an ongoing skills shortage for Successful Sales Professionals

A search on seek.com.au² shows there are in excess of 31,000 jobs across Australia in Sales and more than 15,500 sales managers positions advertised.

Fact:

Successful Sales People are always the last to go from a failing business.

Every business that sells a product or service needs effective sales people in order to drive revenue. If you're good at sales you have tremendous market value.

²Results taken from www.seek.com.au viewed 'in Australia' 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 Qualification 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.

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

Your Certificate IV in Business Sales with CAL includes:

- ✓ All Course prerequisite video tutorial units
- ✓ A selection of Sales Mastery & marketing elective tutorials
- ✓ Introductory 30-60 min coaching video (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 to browse as you wish
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 and Job Ready resume advice & interview preparation
5. Free access to CAL's Lunchtime Webinar Series
6. 20% discount (as a CAL student) on CAL Short Courses and On Demand video courses

Study at your own pace - Achieve your Qualification in 6-10 months

This program is specifically designed for busy people who are currently or have previously worked in sales and/or customer service environments, or those who want to get into a career in sales. 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

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