

PROFESSIONAL SELLING (PSL)

About the Program

This eight-month graduate certificate program will give you the latest skills needed to succeed in business-to-business (B2B) sales roles in the culturally diverse environments of the global market. The skills-based program focuses on developing a technology-driven, post-pandemic salesforce, so that you will be ready to add value in a number of roles once you graduate.

In the first semester, you will learn about prospecting, modern sales technology, speaking with clients, the sales process and virtual selling. In the second semester, you will develop skills related to inside sales, technology and analytics, communication strategies and B2B marketing.

You will have the choice to study on campus or online. In addition, an optional work term will provide an opportunity to get experience with a company and build professional contacts ahead of your graduation.

Part-time option is available > (<https://www.senecapolytechnic.ca/ce/business/marketing-sales/professional-selling.html>)

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and Course Delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- persuasive, intercultural communication
- prospecting fundamentals
- client management
- understanding the sales process
- the latest industry technology and digital systems
- how to read and analyze digital analytics and financial documents

Work Experience

Optional Work Term

Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The work term(s) is similar in length to an academic semester and typically

involves full-time work hours that may be paid or unpaid. In programs with limited work term opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional work term stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- Inside Sales Manager
- Sales Representative
- Sales Associate
- National Account Manager
- Account Executive
- Business Development Representative
- Customer Success Specialist
- Customer Experience Associate
- Sales and Marketing Co-ordinator
- Sales Operations Manager

Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (<https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html>)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
CRM701	Sales Technology	4
PSL101	Prospecting Fundamentals	4
PSL102	Effective Client Conversations	4
PSL103	Sales Process Essentials	4
PSL104	Virtual Selling	4
Semester 2		
MKM707	Marketing Fundamentals for Sales Professionals	4
PSL201	Inside Sales/Customer Success	4
PSL202	Sales Technology and Analytics	4
PSL203	Advanced Client Conversations	4
PSL204	Communicating Value and Impact	4
PSL205	Capstone Project	3
WTP100	Work Term Preparation *	1

Work-Integrated Learning Term

PSL441	Professional Selling, Work Term *	30
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* Work-Integrated Learning Option Only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Secure client commitment using the sales process of research, prospecting, client discovery, client conversation management, opportunity management and negotiation.
- Integrate technology and digital communication skills in alignment with best practices of the digital sales process.
- Develop proposals, reports and presentations to illustrate the benefits of a product or service based on the needs of an identified target market.
- Build a comprehensive corporate account management strategy that delivers both customer and organizational value.
- Develop and evaluate marketing strategies and tactics to align B2B sales and marketing to organizational goals.
- Conduct oneself professionally, following business ethics, corporate social responsibility and industry standards when completing business sales and projects.
- Develop a sales team and sales relationships in alignment with best practices of equity, diversity and inclusion.

Admission Requirements

- Ontario university or college degree or college diploma or equivalent
Applicants with an equivalent combination of partial postsecondary and/or three to five years related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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