



# CERTIFICATE IN SALES

*In addition to the requirements listed below, students are encouraged to take ACCT 101 (Survey of Accounting).*

**REQUIREMENTS (43-45 CREDITS)**

† BUS 107	Business Mathematics	5
MNGT 182	Creative Sales	5
MNGT 186	Professional Development	5
MNGT 282	Marketing	5
MNGT 283	Principles of Supervision and Leadership	5
<i>Select one:</i>		5
* MNGT 130	Customer Relationship Management	
MNGT 293	Retailing and Merchandising	
<i>Select one:</i>		5
BUS& 101	Introduction to Business	
MNGT 284	Small Business Planning	
<i>Select one:</i>		3-5
** CIS 110	Intro to Micro Business Applications (3)	
** CIS 121	Intro to Computer Information Systems (5)	
<i>*Select one:</i>		5
† BUS 105	Business English I	
† ENGL& 101	English Composition I	
<b>Total Credits Required</b>		<b>43-45</b>

*\* Meets related instruction requirements for professional/technical programs*

*\*\*Minimum of 35 wpm keyboarding required*

*†Prerequisite required*

**Notes:**

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## Program Outcomes

Pierce College offers the Certificate in Sales at the Ft. Steilacoom and Puyallup campuses. The credential is designed to “step” to the Associate in Business, which means students can earn the certificate, obtain a job in the field, and then continue working toward the AT degree to increase their skills and promotability.

Students who intend to transfer should work closely with their advisor.

**The Certificate in Sales is designed to prepare students for entry-level positions and to “step” to the Associate in Business degree.**

**Retail Salesperson**

**Marketing Professional**

**Telemarketer**

**Product Merchandiser**

- Identify the various elements of the sales process, including pre-approach, prospecting, approaching, recognizing the problem, the presentation, handling objections, closing the sale and following up with the customer.
- Employ active listening, questioning, and paraphrasing to uncover customer needs, present solutions and close the sale.
- Develop and apply strategies for identifying and communication with individuals of various behavioral and personality styles.
- Demonstrate basic principles of successful selling through customer-oriented problem solving.
- Organize and effectively communicate product and sales information by developing a sales manual.
- Demonstrate personal responsibility and accountability by attending class, actively participation, and meeting time commitments.
- Explain basic ethical standards in the sales profession.



*Special funding may be available for unemployed workers and low-wage working parents. See your advisor or call (253) 964.6265.*

## For More Information:

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*Pierce College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in its programs and activities.*

Office of Professional/Technical Education  
(253) 964.6645

## **Related Codes**

Intent: **F or J**  
Sales Cert: **252**

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