

Certificate Number: **AC-883-1181648**

This is to certify that the management of Alison awarded Servantius Kaye Kakuru the certificate of completion in Diploma in Sales Management on 14th August 2016.

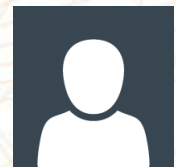
Validation: You can check authenticity of this certificate by visiting the following link:

<https://alison.com/certification/check/%242y%2410%24L0Xkz5liC3jGaR6M0VXLee.KtqRZMSpV7CEwM3nmxHNrkrKRNrZpi>

Name: **Servantius Kaye Kakuru**

Email: **kservantius@yahoo.com**

Country: **Namibia**



Certificate Details



Diploma in Sales Management

[Score: 87]

Course Details

This course will begin by giving you an overview of how selling and sales influences our daily lives. You will learn the characteristics of a brand and will be guided through the differences between sales and marketing. You will then learn what it takes to be successful in sales as well as to define the different types of selling channels and selling environments. You will learn the concept of adaptive selling, explore business ethics and ethical behaviour in sales, and identify the elements of effective business communication.

Next, you will study the seven steps of the selling process. You will receive guidance on prospecting, be shown how to identify sales needs and opportunities, and learn how to set SMART pre-call objectives. The course will also cover first impressions, the importance of a strong approach, and how to make contact with your prospect. You will learn how to prepare for an effective sales presentation. Finally, you will learn how to handle the different types of objections as well as how entrepreneurs sell themselves and their business ideas.

Dr. Eric Corbett

Director of Certification





Alison

Academic Transcript

Modules Studied

Module 1: Success in Sales

Module 4: Business Ethics

Module 7: Diploma in Sales
Management - First Assessment

Module 10: The Sales Approach

Module 13: Entrepreneurial Selling

Module 2: Choose Your Path

Module 5: Power of Effective
Communication

Module 8: Identify Your Customers

Module 11: Sales Presentations

Module 14: Diploma in Sales
Management - Second Assessment

Module 3: Relationship Selling

Module 6: Understanding the
Customer

Module 9: The Power of Preparation

Module 12: Handling Objections

Module 15: Diploma in Sales
Management - Final Assessment

Dr. Eric Corbett

Director of Certification

