

# Salesperson Certification

## Learn Fast. Sell More.

If you are interested in improving your sales skills, this certification is ideal. Professional selling is very complex and challenging due to the variety of customers, their different needs and expectations, the variety of products, budget availability, omnipresent competition, and much more. That's why effective salespeople must be armed with appropriate skills and tools.

This certification provides an outstanding foundation in selling skills, regardless of what you are selling or hope to sell. It not only includes core selling skills (the bottom-line essentials), but it also moves into the advanced skills that enable the performance of top producers. By achieving certification you will benefit from a variety of processes and models, along with an extensive inventory of sales tools. All of these modules have been validated by Porter Henry & Co. with tens of thousands of salespeople selling successfully to businesses and individual buyers.

See next page for certification syllabus information...

## Illumeo

The leading online provider of *professional development* solutions, Illumeo helps corporate professionals and organizations work together to build the skills and capabilities to help everyone be an expert at their job.

## Vital Statistics

- Founded in **2009**
- **2.5 million** site users in 2015
- **250,000 hours** of instruction delivered
- **1,000+** On Demand Courses:
- **4,000+** Video Lessons

## Certification Details

- ✓ Contains: **8 Courses**
- ✓ Duration: **5.5 hours**
- ✓ Cost: **\$299**
- ✓ To learn more visit [www.illumeo.com/salesperson](http://www.illumeo.com/salesperson)



### Instructors: **Porter Henry Sales Process Experts**

The courses in this certificate program are taught by a team of Porter Henry sales professionals with decades of combined experience in sales, and with the Porter Henry sales process. Each course will have the full bio of its instructor.

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## CERTIFICATION COURSE LISTING

- 1. Consultative Selling Success – Employ an Exclusive Sales Process to Improve Performance**  
This class teaches you how to plan a realistic consultative selling call from beginning to end, including a post-call evaluation.
- 2. Leveraging Objections to Gain Commitment – Objections Are an Asset, Not a Liability**  
This course covers a variety of techniques for handling objections or resistance and a menu of closing techniques to help you gain commitment.
- 3. Prospecting by Phone, Email and Social Media**  
This course covers how to successfully gain appointments with executives by capitalizing on phone, email, social media, and networking.
- 4. Managing Your Time and Territory – Two Critical Routes to Sales Success**  
This course helps you sort your accounts into categories for sales call frequency and optimize your chances for success.
- 5. Strategic Multi-Level Selling – The Ultimate Solution for Selling High, Wide, and Deep in Complex Accounts**  
This course provides both strategy and tools for those challenged to access and sell decision-makers and C-Suite executives.
- 6. Value-Driven Selling**  
This course covers how to quantify customer benefits, savings, and solutions -- and sell more!
- 7. Win-Win Sales Negotiating Strategy and Tactics**  
This course explains how to capitalize on a collaborative style, armed with offense/defense tactics, to gain a win-win solution.
- 8. Win-Win Sales Negotiating: How to Balance Offers and Maintain Relationships**  
This course uncover the key steps of negotiating planning: when and how to make your offers, how to set parameters and more.

***Once you complete these courses and pass the exams, update your resume and get ready for sales success!***