

PROFESSIONAL SALES CERTIFICATE

Undergraduate Upper Division Certificate
<https://www.towson.edu/cbe/departments/marketing/undergrad/professional-sales-certificate.html>

Sales is one of the fastest-growing and highest-earning career paths available to college graduates — and this certificate gives you the edge to break in and move up. After completing 4 specialized courses, you'll graduate with real, in-demand skills: how to win a client's trust, close a deal under pressure, lead a team, and use the same technology that top sales organizations rely on every day.

Most graduates walk into interviews knowing theory. You'll walk in knowing how to sell. Every course in the program is built around the challenges you'll face in the real world — from your first prospecting call to managing a sales territory to leveraging AI-powered tools that are transforming the industry. Whether you're aiming for a role in tech, healthcare, finance, or anywhere else, the ability to sell is the skill that accelerates every career. This certificate makes sure you have it.

Requirements

All requirements for the Upper Division Certificate in Professional Sales must be completed with a grade equivalent of 2.0 or higher. All of the required 12 units must be completed at Towson University.

You must be a degree-seeking student at Towson University or have completed a bachelor's degree from a regionally accredited college or university in order to take this certificate.

Code	Title	Units
MKTG 451	PROFESSIONAL SELLING	3
MKTG 452	SALES LEADERSHIP	3
MKTG 453	ADVANCED PROFESSIONAL SELLING	3
MKTG 454	SALES INNOVATION & TECHNOLOGY	3
Total Units		12

Learning Outcomes

Upon successful completion of the certificate, students will be able to:

6. **Navigate complex selling situations** — Manage multi-stakeholder and enterprise-level sales engagements, including negotiation, competitive differentiation, and deal structuring.
7. **Leverage sales technology** — Use CRM platforms, sales automation tools, and data analytics to manage pipelines, forecast revenue, and improve sales efficiency.
8. **Harness innovation in sales** — Evaluate and adopt emerging technologies and digital selling channels, including social selling and AI-assisted tools, to enhance prospecting and customer engagement.
9. **Practice ethical and professional selling** — Apply ethical standards to all aspects of the sales process, recognizing the role of integrity and professionalism in sustainable sales performance.
10. **Analyze and improve sales performance** — Interpret sales metrics and key performance indicators to diagnose performance gaps, refine approaches, and make data-informed decisions.

1. **Apply a structured sales process** — Demonstrate mastery of the consultative selling process, from prospecting and needs assessment through presentation, objection handling, and closing.
2. **Build and manage client relationships** — Establish trust-based relationships with customers by identifying needs, delivering value, and sustaining long-term engagement.
3. **Communicate persuasively** — Craft and deliver compelling sales presentations tailored to diverse audiences, adapting messaging to buyer personas and decision-making styles.
4. **Lead and motivate sales teams** — Apply principles of sales leadership to recruit, coach, develop, and retain high-performing salespeople within an organizational context.
5. **Develop and execute sales strategy** — Design territory plans, set performance goals, and align sales activities with broader organizational objectives.