

PROGRAM DESCRIPTION

- Students gain transferable skills in creating and conducting presentations, writing, territory and time management, negotiations and marketing
- Learn techniques for relationship building, consultative selling, and developing rapport
- Hands-on role-playing exercises are videotaped and critiqued
- Gain experience with customer relationship management (CRM) software, an essential business tool to manage sales territories and prospective clients
- Work on major marketing projects, providing expertise to community partners such as the Ontario Hockey League All-Star Game, Canadian Cancer Society, Gleaners Food Bank, the Belleville Bulls, Quinte Children's Foundation and Bioniche Life Sciences
- Develop a portfolio of your skills and achievements, in any format from a web page to an audio commercial
- Prepare for success with simulated job interviews conducted by managers from the business community
- After one or two semesters, students have the option to transfer to a diploma in Business Administration or Accounting, with the completion of bridging courses over the summer

APPROXIMATE COSTS (2013-2014)

Domestic Tuition/Ancillary Fees: \$3,659 (two semesters)

Consumables Fee: \$350 (Year One)

Events, Books and Supplies: \$1,200

Additional costs, such as travel and parking, may be incurred during placements

ADMISSION REQUIREMENTS

Required Academic Preparation

- OSSD/OSSGD or equivalent with courses at the general, advanced, (C), (U) or (M) level, and
 - Grade 12 English (C) level or equivalent
- OR
- Mature applicant (see loyalistcollege.com)

Fast-Track Entry (SALF)

- Applicants with a post-secondary diploma or degree may be eligible for direct admission to Year Two
- Students may need to complete bridging courses during a summer semester beginning in May

DIPLOMA TO DEGREE OPTIONS

Earn credit recognition at these institutions, or contact your university of choice to make individual arrangements. New agreements are added annually; visit loyalistcollege.com for the latest details.

Algoma University College

Davenport University

Griffith University – Bachelor of Commerce

Royal Roads University – Bachelor of Commerce in Entrepreneurial Management

University of Ontario Institute of Technology

LOYALIST

LOYALIST COLLEGE

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SALE BUSINESS SALES AND MARKETING



BUSINESS SALES AND MARKETING



Contact: sale@loyalistc.on.ca

PROGRAM LENGTH

Two-Year Ontario College Diploma
September and January Entry
May Fast-Track Entry

HIGHLIGHTS

- Entry-level sales representatives earn an average of \$40,000 (Canadian Professional Sales Association)
- Double your career options with a combined focus on sales and marketing
- Gain real-world experience producing major projects for community organizations
- Get a feel for different sales and marketing businesses through six job shadows, and develop your prospecting skills by arranging your own placements
- Finish your studies with a three-week field placement, launching your career with valuable work experience, employment references, and a chance to graduate into a job
- Applicants with a diploma or degree may be eligible to fast-track to a diploma in just one year

CAREER OPPORTUNITIES

- Business-to-business salespeople and marketers are needed in a wide range of industries. You could work in hospitality, medical, pharmaceutical, engineering, food and beverage, health care, information technology, telecommunications, advertising, manufacturing, service, industry, commerce, event planning, or professional sports and entertainment
- Positions include account representatives and detailed or nontechnical salespeople, as well as in-house positions developing marketing strategies for manufacturers, wholesalers, retailers and other employers
- The training received at Loyalist enables many graduates to move quickly into managerial positions
- Loyalist's program is modelled on certification standards of the Canadian Professional Sales Association (CPSA). Upon completing two years of sales experience, graduates are eligible to apply to CPSA for their Certified Sales Professional (CSP) designation



OUR GRADS GET GREAT JOBS

Nomis Design – International Sales Manager
Municipality of Brighton - Manager of Economic
Development & Communications
Atlantic Packaging – Sales Representative
Beclawat Manufacturing – Inside Sales Associate
Canarm – Sales Representative

Percentage of 2011-12 grads working:* 91%

*Source: KPI Survey 2012 (Forum Research Inc. for Ministry of Training, Colleges and Universities)

