

# PROFESSIONAL SALES AND ACCOUNT MANAGEMENT



*"Sell with integrity, build trust, and grow lasting relationships. The path to high-performance sales starts with strategy, communication, and data-driven decision-making."*

## PROGRAM OVERVIEW

The Professional Sales & Account Management Certificate prepares participants for success in Ontario's wholesale and B2B sectors. Through applied training, learners build expertise in prospecting, negotiation, and CRM management while strengthening communication and ethical sales practices.

## LEARNING OUTCOMES

By the end of the program, participants will be able to:

- Prospect, plan, and manage B2B client portfolios effectively.
- Apply CRM systems to track pipelines and streamline workflows.
- Use analytics for forecasting and performance tracking.
- Build trust through persuasive communication and ethical sales practices.
- Negotiate confidently and adapt to client needs.

## PROGRAM STRUCTURE

-  **Duration:** Four stackable micro-credentials (35 hours each)
-  **Location:** Online via OEG's eCampus with interactive workshops and applied projects
-  **Cost:** Course grants available
-  **Participants:** 3–15 participants per cohort



## PROGRAM HIGHLIGHTS

### Professional Sales & Account Management

- Learn the foundations of professional selling: from prospecting and territory planning to client relationship management.
- Apply ethical sales techniques through case studies and role-plays that strengthen trust and drive results.

### CRM and Digital Sales Tools

- Get hands-on with leading CRM platforms like Salesforce and HubSpot.
- Manage pipelines, automate outreach, and track key metrics to improve conversions and client retention.

### Negotiation and Communication for Sales Professionals

- Strengthen negotiation and communication skills to close deals with confidence
- Learn to resolve objections, manage conflict, and tailor messaging to different buyer types.

### Applied Business Analytics for Sales

- Use data to make smarter sales decisions.
- Analyse trends, forecast results, and build dashboards to uncover growth opportunities and optimize territory planning.



## CERTIFICATION & RESOURCES

- Peel College of Professional Studies Certificate
- Downloadable resources and summary sheets

*"Through applied learning, master the tools, mindset, and strategies to elevate sales performance and strengthen client relationships."*

Program Start Date: **January 19<sup>th</sup>, 2026** Application Deadline: **January 01, 2025**

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