



VIRTANZA

CAREER PATHWAYS

TEACHING STUDENTS SALES + TECHNOLOGY
SKILLS TO SUCCEED IN THE DIGITAL ECONOMY

VIRTANZA.COM



Virtanza's stackable, affordable, apprentice-like programs are designed to empower students to realize **life-changing opportunities**. Certified instructors engage trainees in real-world case studies, role plays, and assignments. Graduates are armed with immediately transferable, digitally badged competencies that, according to the Sales Education Foundation, position them to receive more job offers with higher average starting salaries than non-trained counterparts. These educated sales professionals will ramp up faster, exhibit superior performance, and have higher job satisfaction than those without similar sales education.

PROFESSIONAL SALES READY®

College Students earn 3 Credit Hours, Adult Learners earn 4.5 CE Units | 58 Actual Hours (28 Online, 30 Offline) | Virtanza helps students explore 18 professional sales roles and teaches the sales skill applications through real-world, employer role-play simulations. Students will explore technology, tools, and sales planning activities to become successful in a professional sales role. They will learn how to assess their sales aptitudes and position their strengths to land a professional role that has them on a career pathway in which they can develop to high-level sales consulting, sales management, and executive sales roles. *Available in 2-year, 4-year, and Continuing Education formats.*

SALES MANAGEMENT ONE®

College students earn 3 Credit Hours, Adult Learners earn 4.5 CE Units | 48 Actual Hours (24 Online, 24 Offline) | This multi-week virtual course provides learners with a step-by-step opportunity to study and master the array of skills needed to build a comprehensive Sales Plan for a small, mid-size, or large company in a competitive market. Aspiring sales managers, current sales managers, and entrepreneurs will build or expand their business management skills through detailed case study simulations and role-play assignments. *Available in 2-year, 4-year, and Continuing Education formats.*

SALES MANAGEMENT TWO®

College students earn 3 Credit Hours, Adult Learners earn 4.5 CE Units | 48 Actual Hours (24 Online, 24 Offline) | Sales Management Two builds on concepts learned in Sales Management One. It teaches higher-level skills for using data to forecast revenue, identify upcoming challenges, manage rep performance, communicate revenue news to different audiences, and get revenue back on track for goal achievement. These more sophisticated skills include revenue forecasting, maximizing sales cycles, identifying and mitigating revenue gaps, communication, coaching, performance management, and developing an "executive voice" for managing and communicating to various audiences with candor and maturity. *Available in 2-year, 4-year, and Continuing Education formats.*

SALES FUNDAMENTALS FOR ENTREPRENEURS

Digital Badge Program, 28 Actual Hours (14 Online, 14 Offline) | An entrepreneur can anticipate flexing between foundational sales skills like prospecting and proposal writing to developing a complete Go-To-Market Strategy, including identifying target markets, building a sales strategy, hiring a sales team, and designing compensation plans. This hybrid course takes the best of Professional Sales and wraps in key Sales Management lessons to arm start-up leaders with the know-how to be successful. *Available in 4-year, and Entrepreneurial School formats.*



SALES & THE ART OF PERSUASION

Digital Badge, 16 Actual Hours (8 Online, 8 Offline) | Sales & the Art of Persuasion introduces students to sales as a career choice and as a process that adds to success in many fields of professional endeavor. Students explore professional sales roles and learn sales skill applications through real-world employer role-play simulations and sales planning activities that are transferable to other professional roles. The course defines the similarities and differences between the dynamics of Sales and Persuasion and how these contribute to achieving successful outcomes. *Available in 4-year, and Continuing Education Formats.*

Your Tech Sales curriculum scores an A+.

~ Global Director of Sales, Fortune 5 Employer, December 2020

TECHNOLOGY SALES BOOTCAMP

400 Actual Hours - All Online | This extended sales training solution is designed to produce customer-centric graduates armed with the skills and product knowledge necessary to infiltrate a client's target audiences. Rigorous and proven coursework is delivered virtually by MBA certified instructors, and high-quality learning assets assure a quality student experience. *Available in 4-year format in partnership with or without sponsoring Employer.*

TECHNOLOGY SALES CERTIFICATE

247 Actual Hours (117 Online, 130 Offline) | A shorter version of the Technology Sales Bootcamp, students can expect the same level of attention and impact. *Available in 4 Year format in partnership with or without sponsoring Employer.*

SALES MINOR (4)

Upon completion, a Sales Associate Certificate holder will have completed **12 Credit Hours** in Professional Sales Readiness, Sales Management One, Sales Management Two, and Sales Fundamentals for Entrepreneurs.

SPECIALIZED SALES STUDY (2)

The Professional Sales specialized studies program packages Professional Sales Readiness and Sales Management One courses. Certified instructors introduce students to consultative sales as a career and then prepares them to manage sales teams at companies of any size, in any industry. Upon certificate completion, **9 Continuing Ed credit hours** are awarded.

SALES CERTIFICATE (3)

With **13.5 Credit Hours** available, the Sales Associate Certificate program offers students a pathway to a rewarding career in sales. Professional Sales Readiness is followed by Sales Management One and Sales Management Two.

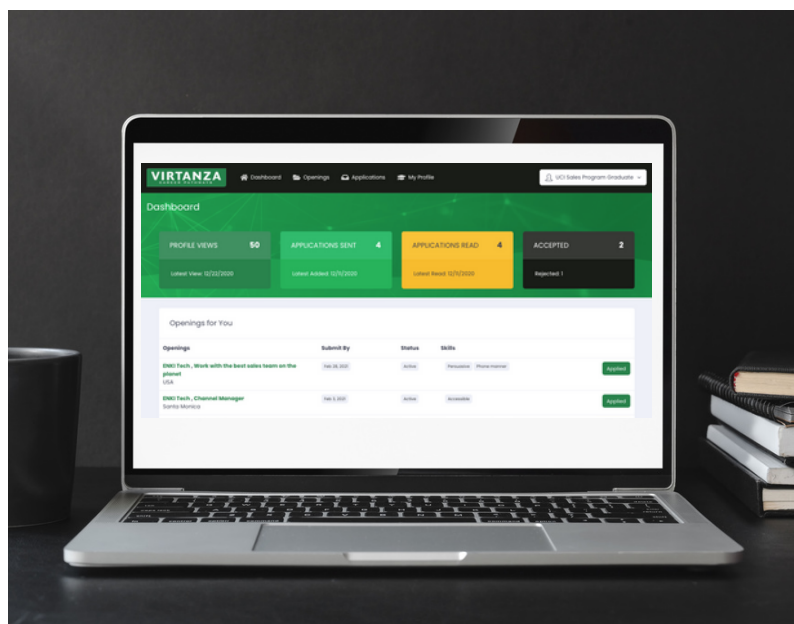
ALSO AVAILABLE:

OVER 35 MODULES OF RELEVANT, TECH-ENABLED SALES CURRICULUM

Accent already-existing course materials with modules, case studies, writing assignments, or the Competency Assessment.

SALES2JOB.COM EMPLOYER PORTAL

Scheduled to debut in Spring 2021, the Sales2Job.com employer portal will provide a simple and sophisticated platform to introduce graduates from our higher ed sales programs to subscribing Employers. Auto-matched by desired competencies and skills that are key to sales success, highly qualified sales candidates will connect with hiring managers at leading companies around the world.



HIGHER ED PARTNERS





Sales is a part of nearly every job. Completing one or two sales courses can positively impact your marketability to employers.

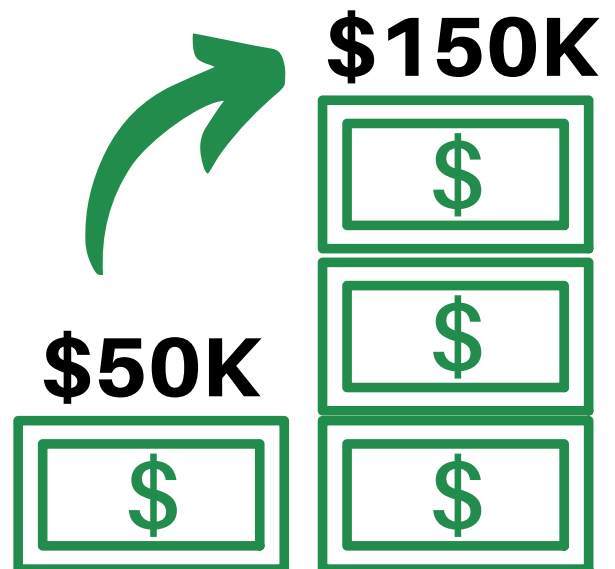


Sales graduates ramp-up 50% faster than their non-sales educated peers and experience 30% less turn-over.

Sales trainees with career satisfaction



Sales Professionals enjoy a healthy starting average salary range.



THE STUDENT PERSPECTIVE



I have never taken a more beneficial class in my 3 years of college.

~ Dana S., OSU Program Grad

This course has shown me things that have made me realize why I have failed in sales before, which is fantastic. I was good at sales before; this course has introduced me to things that would have made me great. I couldn't ask for more from the instructors... This course was put together in a fraction of the time my last apprenticeship was formed, and this is way beyond anything they accomplished with a year of preparation. This is a FANTASTIC program, and I've learned a lot. The instructors care about the success of each and every one of the students. Animated, energetic, passionate feedback has been great, and we feed off of it. You guys set the bar!

~ Alum, Tech Sales Bootcamp, UMGC, Fall 2020

Unfortunately, I missed out on a great internship [due to the pandemic]. Instead, I was able to come out of the summer with a professional sales certification that I'm very proud of from Virtanza and further my future career endeavors!

~ Summer 2020 Northwood Program Graduate

I'm truly amazed at the content I was able to learn in just three short weeks. The program not only teaches you sales techniques, it allows you to actually do the research and put together a proposal as a sales professional would.

~ Jade W, Clayton State Program

I truly enjoyed this course. I learned a lot. I am sad it is over. All the instructors were great, the class structure flows well, the online readings were well written, the assignments were amazing, and the Zoom class meetings were well structured.

- Todd R., Fall 2020 CMU Program Graduate

I learned so much throughout this course regarding the sales field. I will definitely be implementing the skills and lessons that I have learned in this course to my future job!

~ Fall 2020 ODU Program Graduate

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Where You'll Find Virtanza's Sales Program Graduates

Abbott Labs
ADT
Amazon Web Services
Anixter
ARC Document Solutions Strategic Sales
AT&T B2B
Avenica Recruiting and Staffing
Bryan Publishing
Bonfish Systems
Created Hardwood
Dix Communications
Emblem Athletics
Give it a Shot
IBM Leadership
Kohl's
Multiview Digital Advertising
New York Life
Northpoint Commercial Sales
NuGrowth Solutions
Oracle
Patient Point Medical
Qualtrics
Renaissance Hotels Events
SC Johnson
Tandem Digital
The Gap
Updax
Verizon Small Business
Virtanza Employer Sales
Whova Event & Conference
Woolpert
XPO Logistics
Zynex Medical

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Sales Is Everything.