

CERTIFICATE IN BUSINESS-TO-BUSINESS SELLING

The Business-to-Business Selling certificate provides an opportunity to develop significant knowledge and experience in addressing business customers' needs and building long-term mutually beneficial relationships. Learn about approaches for attracting customers, planning for and conducting meetings with business customers, managing a sales force, designing channels of distribution, and developing marketing strategies. This certificate may provide career advancement opportunities within selling, sales management, and business-to-business marketing.