



# SALES EXCELLENCE (CERTIFICATE)

This certificate is especially for those in sales and sales management positions, who want to learn about the sales process, negotiating, data-driven decision-making, and sales leadership.

## Description

This 12-credit-hour certificate program will help you understand the cutting-edge concepts of sales and sales management and provide the necessary skills and tools to engage in revenue-generating activities. Understanding the sales process, learning how to negotiate, using analytic data techniques to make informed decisions, and understanding how to serve as a leader, are extremely important for most jobs, especially those related to sales and sales management.

## Program-Related Information

### Graduate Chair

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### Support Staff

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## Program Website

<https://go.unl.edu/salesexcellencecertificate> (<https://go.unl.edu/salesexcellencecertificate/>)

## Applying for Admission

### Standard requirements for all graduate programs

- Application for Admission with \$50 non-refundable application fee (<https://graduate.unl.edu/admissions/requirements/#appfee>).
- Transcripts (<https://graduate.unl.edu/admissions/requirements/#transcripts>) (unofficial): Uploaded as part of application form.  
If International: Uploads must include all college- or university-level transcripts or mark sheets (records of courses and marks earned), with certificates, diplomas, and degrees plus certified English translations.

After admission: Official documents are required from all students who are admitted and enroll. Photocopies of certified records are not acceptable. International students enrolled in other U.S. institutions may have certified copies of all foreign records sent directly to the Office of Graduate Studies by their current school's registrar office.

- If applicant's native language is not English, verification of English proficiency (<https://graduate.unl.edu/admissions/english-proficiency/>) is required.  
When sending TOEFL scores, our institution code is 6877 and a department code is not needed.
- If applicant is not a US citizen and expects an F or J visa: financial information (<https://graduate.unl.edu/prospective/international/financial/>).

- Applicants must also fulfill any additional requirements the department specifies at the time of application.

### Additional requirements specific to this program

- Professional resume
- Personal statement: Letter of interest.
- Recommenders/References: Name three references. No recommendation letters are needed; these references will be contacted only if the committee deems it necessary.

*Certificate programs are not considered degree programs, so international students should be aware that admission to this program is ineligible for immigration forms for an F-1 student visa.*

### Admission Application Deadlines

Because we review applications on a continual basis, you can start earning the certificate when it works best for you, whether that's spring, fall, or summer.

- Fall Semester: July 1
- Spring Semester: November 1
- Summer Session: April 1

## Requirements

Complete 12 credits hours as listed below:

<b>Required Course</b> (3 credits)	<b>3</b>
GRBA 813      Managerial Marketing	3
<b>Electives</b> (9 credits)	<b>9</b>
MRKT 850      Data-Driven Decision Making	3
MRKT 857	3
MRKT 858	3
MRKT 859      Managerial Negotiations	3