Gain Next Level Sales and Small Business Leadership Skills…
Powered by Sullivan University and Dale Carnegie Training!

Short-Term Commitment. Long-Time Rewards.

Master the skills you need to lead an effective sales effort and successfully manage a small business.

How would you like to expand your business skills — skills that can increase your value as a leader in your organization? This certificate is ideal for small business owners and managers whose success is largely dependent upon a robust sales effort. The Sales and Small Business Management Certificate Program from the Sullivan University School of Business will help you gain coveted skills quickly, with a convenient combination of on-campus and online learning.

With the Sales and Small Business Certificate Program, you’ll gain access to the blended resources of Sullivan University and Dale Carnegie Training, organizations driven by the pursuit of practical knowledge and professional achievement. The Sullivan component offers you the convenience of online learning to broaden your essential sales and small business management competencies. The world-class Dale Carnegie courses allow you to strengthen your leadership skills in an interactive and powerful classroom environment, across the United States and around the world.

Find out more by calling (502) 413-8870 or at sullivan.edu/dc/certificates/.
Successful sales and small business managers are not only held accountable for the day-to-day operations of the business but also the marketing and sales efforts to stay competitive in their respective markets. To compete in today’s market, they must be able to start, grow, finance, and market the enterprise. Sales and marketing, financial know-how, administration, time management, and self-motivation are just some of the skills and attributes needed to achieve success.

Your online Sullivan University courses will help you master the essentials of starting and operating a successful small business, such as budgeting, credit, inventory, turnover and purchasing. Learn key sales, marketing, and management principles and the basics of behavioral sciences, management processes, resources and organizational structure, and delve into related topics specific to your own needs and interests.

Through on-campus Dale Carnegie Training courses, you’ll gain critical sales and leadership skills, from creating a powerful vision to empowering people. Employing Dale Carnegie Training’s proven principles of success in every session, you’ll learn how to take intelligent risks, delegate, gain cooperation, recognize success, and define performance in ways that increase accountability. You’ll also learn to master sales and communication skills, covering everything from how to present yourself and talk to your customer to how to connect with decision makers, build credibility, resolve objections, win commitment and follow up in a way that creates additional sales opportunities. You’ll be better equipped to perform as a persuasive communicator, problem-solver and focused leader. And you’ll develop a take-charge attitude fueled by genuine confidence and enthusiasm.

The Sales and Small Business Management Certificate Program is designed for entrepreneurs, franchise owners, small business managers and owners, or anyone interested in the learning the best practices for small business success. This unique collaboration between Sullivan University and Dale Carnegie Training can help you master the practical skills and knowledge you need to succeed in today’s challenging business environment. Enroll today to gain the business acumen needed to start, lead, and grow your small business.

NOTE: While these certificates are “for credit,” they are not eligible for Title IV financial aid funding. Upon completion of your certificate, should you decide to further your education with Sullivan, you will need to contact one of the university’s admissions officers and provide further documentation. Call 1-800-844-1354 for details.

Sullivan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate, Bachelor’s, Master’s, and Doctoral degrees. *(1866 Southern Lane, Decatur, Georgia; telephone number 404-679-4501.)*