

Solution Selling® University Certification Program



Certifications are critical to validating qualifications and can provide sales organizations and sales professionals with a competitive edge.

Solution Selling® Certification Program

More than ever before, companies need to apply objective criteria to hiring and developing the world-class sales talent. And individuals need to refine their skills and credentials, accelerate their career opportunities, and raise their effectiveness and earning potential.

The Solution Selling Certification Program provides a rigorous, objective model for sales organizations and individuals to define, track, and validate professional development. The program distinguishes three levels of mastery across two sales job roles, five certification paths in all.

Solution Selling® Certification Paths

	CERTIFIED	PROFESSIONAL	MASTER
SELLER	Solution Selling® Certified	Solution Selling® Professional Seller	Solution Selling® Master Seller
MANAGER	Solution Selling® Certified	Solution Selling® Professional Manager	Solution Selling® Master Manager

Requirements to attain certified status at each level require a student to pass the defined knowledge tests for each required course listed. At the Professional level, additional Case Studies must be successfully completed in addition to the knowledge tests. SPI provides downloadable reading materials and tools for use by participants to develop complete and accurate Case Studies. At the Master level, students must document applied use and understanding of key Solution Selling tools and concepts in a real-world working environment. An assigned professor evaluates and leads the student to a successful completion.



eLN



ILT



VILT

Courses may be taken via three training modalities offered; Instructor-Led (ILT), eLearning (eLN), Virtual Instructor-Led (VILT). All tests are completed online via the elearning portal.

“80 percent of all corporate learning takes place through on-the-job interactions with peers, experts and managers.”

“Nearly all millennial employees (under age 25) expect to find an on-demand learning portal within their employer’s environment.”

“More than 30 percent of all corporate training programs are not delivering any measurable value.”

Source: Training Industry, Inc. (eZine)
Spring Quarterly 2009



Differentiate by HOW You Train!

You Will Be Able To:

- Register and manage both online and offline course scheduling and learning paths
- Individually control pace and scheduling of learning
- Engage in highly-interactive courseware and certifications
- Access secure, just-in-time, formal and informal Solution Selling and private learning resources

All certification tests, Case Studies, and materials are available in English-only unless otherwise stated. Some courseware and knowledge tests may be available in other languages. At the Master level, some local languages may be accommodated for instructional reviews.



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Solution Selling® Certification provides access to experts and the gold-standard in sales planning, management, and execution methodology courseware.

Objective validation is established through knowledge testing, applied scenarios, and real-world examples of sales best-practices demonstrated through an awarded certificate, Solution Selling® Certified Alumni Association group inclusion, and a transcript.

Upon registration for Certification, a student receives:

- 24x7 global online access to Solution Selling® courseware, tests, and resources via a top-rated Learning Management System (Level: Certified)
- Online access to all courses, knowledge tests, associated case studies, and downloadable tools needed to complete the course (Level: Professional)
- Exclusive access for 1-year to virtual Office Hours – a chance to ask the expert about curriculum, course content, or live situations and informal, just-in-time learning assets and resources (Level: Master)

Sales Methods and Skills	Certified	Professional	Master
Prospecting	✓	✓	✓
Consultative Questioning	✓	✓	✓
Accessing Power	✓	✓	✓
Negotiating	✓	✓	✓
Qualifying and Competitive Selling	✓	✓	✓
Territory Planning		✓	✓
Account Planning		✓	✓
White Space Analysis		✓	✓
Opportunity Planning		✓	✓
Executive-Level Selling		✓	✓
Pipeline Analysis & Grading		✓✓	✓✓
Opportunity Acceleration		✓✓	✓✓
Forecasting		✓✓	✓✓
Opportunity and Skill Coaching		✓✓	✓✓
Demonstrated usage and mastery of Sales Execution and Planning Methods			✓
Demonstrated usage and mastery of Management and Coaching Methods			✓✓

✓ Sellers and Managers ✓✓ Managers only

Upon successful completion, a student receives:

- An electronic Certificate suitable for printing or framing
- A Solution Selling® logo for use on resume or business card
- Downloads a copy of transcript
- Automatically is registered for Solution Selling® updates
- Invitation to join Solution Selling® Certified Alumni LinkedIn group; validates accomplishments and provides a great source for networking