Area of Interest: Business

Business Development and Sales

Ontario College Graduate Certificate Program Code: 1320X01FWO

1 Year

Ottawa Campus

Our Program

The Business Development and Sales one-year Ontario College Graduate Certificate prepares you for a dynamic career in business-to-business sales of products, services, and ideas. You learn the guiding principles of professional selling and complex negotiations, as well as strategies for customer relationship management, global selling, and strategic account management success, including an in-depth study of data analytics. Using the latest tools in data analytics, you develop your competency in the use of Big Data - a skillset that is in high demand.

Effective salespeople are expert communicators, passionate problem-solvers, and the engine behind a company`s success. Learn strategies, tactics, and employee development for account and sales management.

You explore financial literacy, communication, and business-to-business marketing to ensure a strong foundation. Courses in sales technology and social selling address the leading edge of the profession in the multifaceted world of business development, offering transferable skills that you can apply to a broad range of industries.

Algonquin College is an accredited partner of the Canadian Professional Sales Association (CPSA).

This program is accredited by the CPSA Institute as providing all 35 hours of pre-requisite education toward the Certified Sales Professional designation, the second level of the Graduated Certification Framework. By successfully completing this program, you may be eligible to earn your Certified Sales Professional Certificate from the CPSA Institute.

Graduates may work in a variety of different fields, as almost all sectors of industry require sales professionals. Fields may include but are not limited to:

- high tech
- pharmaceuticals
- manufacturing
- fashion
- consultancy firms

SUCCESS FACTORS

This program is well-suited for students who:

- Are motivated to work both independently and collaboratively, with an interest in building positive relationships.
- Are strong communicators with interest in persuasive negotiation.
- Value ethical business practices and are empathetic to others.
- Have an interest in multifaceted problem solving.
- Possess strong organizational, planning, and time management skills.

- Are driven to meet goals and objectives in a competitive market environment.
- Are comfortable adapting to new software and tools.
- Are respectful of diversity and cultures while ensuring equity and inclusion.

Employment

Graduates may find employment as a(n) business development manager, account executive, sales account manager, territory manager, relationship manager, sales operations, sales enablement, sales manager, inside or outside sales representative, account representative, or district representative.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Conduct research required for prospecting and needs analysis to create evidence-informed value propositions for overcoming objections and managing negotiations to close sales.
- Implement strategic communication planning processes and tools to generate leads and improve customer retention and loyalty.
- Prepare and deliver a sales presentation based on a needs analysis to meet customer requirements in domestic and global markets.
- Formulate targeted strategies to create, assess, and execute business development opportunities.
- Evaluate results of business-to-business marketing activities using criteria related to forecast sales, costs, profits and other identified objectives.
- Conceptualize, create and implement a sales plan to support the development of business-to-business marketing activity.
- Incorporate business ethics and corporate social responsibility principles according to industry standards and best practices in the selling of products or services.
- Use sales technology software to support account and customer relationship management.
- Construct plans for strategic account management and sales team development in alignment with equity, diversity and inclusion best practices.
- Interpret, process, and present data analytics to support sales activities.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
FIN4100	Financial Literacy for Sales	56.0
MGT4113	Introduction to Business Development and Sales	56.0
MGT4114	Sales Analytics and Trends	42.0
MGT4115	Social Selling	42.0
MGT4116	Strategic Business Communications	42.0
MKT4103	B2B Marketing	42.0

Level: 02	Courses	Hours
MGT4210	Advanced Business Development and Sales	56.0
MGT4211	Global Business Development and Sales	56.0
MGT4212	Sales Negotiations	42.0
MGT4213	Strategic Sales Management	56.0
MGT4214	Industry Sales Project	70.0

Fees for the 2024/2025 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator .

Further information on fees can be found by visiting the Registrar`s Office website at https://www.algonquincollege.com/ro .

Fees are subject to change.

Additional program related expenses include:
Textbooks cost approximately $1,500 for the program.

Admission Requirements for the 2025/2026 Academic Year

Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent.

- Applicants with partial post-secondary education (minimum two years in good academic standing) and relevant work experience may be considered for admission.

- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).

- IELTS -International English Language Testing Service-Overall band of 6.5 with a minimum of Reading: 6.0; Listening: 6.0; Speaking: 6.0; Writing: 6.0; OR TOEFL-Internet-based (iBT)-overall 88, with the minimum in each component: Reading: 22; Listening: 22; Speaking: 22; Writing: 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

Admission Requirements for 2024/2025 Academic Year

Program Eligibility

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Application Information

BUSINESS DEVELOPMENT AND SALES
Program Code 1320X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Applications for Fall Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at https://algonquincollege.force.com/myACint/ or by contacting the Registrar`s Office.

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: https://www.algonquincollege.com/ro

Contact Information

Program Coordinator(s)

- Patrick Charlton, mailto:charltp@algonquincollege.com , 613-727-4723 ext. 2502

Course Descriptions

FIN4100 Financial Literacy for Sales

Financial literacy is a key skill for any sales professional. Having a clear understanding of financial statements and the impact on business is critical for success. Students learn financial planning and analysis methodologies, and develop analytical skills. Through simulation exercises students experience the financial impact from both a customer and selling organizations perspective.

Prerequisite(s): none
Corerequisite(s):none

MGT4113 Introduction to Business Development and Sales

Business to Business (B2B) sales is a significant contributor to the economy, while business development generates the ideas, initiatives and activities aimed towards improving a business and increasing its value. Students examine the current and ever-evolving sales process, the importance of relationship building, and the various knowledge areas needed to be a successful B2B sales professional. Students develop skills to determine the growth potential of a business and identify the strategic opportunities and tactics to generate growth. Students present a mock industry sales presentation and written proposal.

Prerequisite(s): none
Corerequisite(s):none

MGT4114 Sales Analytics and Trends

Research and business analytics allow organizations to make data-driven, evidence-informed decisions. Students use current analytic technologies to visualize reports and analyze patterns and dashboards to project sales opportunities. Through guided case studies, social media analytic tools, and scenarios, students develop their understanding of the role Big Data plays in the decisions and actions of successful companies.

Prerequisite(s): none
Corerequisite(s):none

MGT4115 Social Selling

Engagement in social media platforms allows businesses to interact directly with their customers, reach and capture new markets, create a competitive advantage, and add value. Students investigate the value of incorporating social media into an organization's marketing, advertising and communication plans. Salesforce and LinkedIn are used as active learning platforms, where students gain significant insight into these industry standard tools.

Prerequisite(s): none
Corerequisite(s):none

MGT4116 Strategic Business Communications

In the world of business development and sales, strong impactful communications are the cornerstone to successful business transactions. Students gain the knowledge and tools to strengthen storytelling, collaboration, active listening and emotional intelligence to persuade and influence the message to stakeholders. Through hands on workshops and creative writing, students create persuasive messages and develop critical communication skills.

Prerequisite(s): none
Corerequisite(s):none

MGT4210 Advanced Business Development and Sales

Developing a long-term business development and sales strategy that can grow revenue is essential for the sustainability of any organization. Building on fundamental selling skills and processes, students apply more advanced methods to handle challenging selling and business development situations. Students respond and deliver an interactive, persuasive presentation to a mock Federal/Provincial/Municipal Request for Proposal (RFP) case study.

Prerequisite(s): MGT4113
Corerequisite(s):none

MGT4211 Global Business Development and Sales

In today's global marketplace, a solid international business development strategy is critical to maximizing revenue potential. Students explore the principles of a global sales function and how to take a product, service, or idea into the global marketplace. Through projects and case studies, students investigate how to adapt and develop products and services for foreign markets and identify the importance of cultural knowledge and market intelligence to create international marketing opportunities and strategies.

Prerequisite(s): none
Corerequisite(s):none

MGT4212 Sales Negotiations

Effective negotiation helps professionals reach agreements, achieve objectives, strengthen their relationships, and ultimately be more productive. Understanding various facets of financial and legal matters, helps sales professionals navigate this critical component of the sales cycle. Students develop the skills necessary to navigate dynamic negotiations successfully and demonstrate their abilities through peer-to-peer role play.

Prerequisite(s): none

Corerequisite(s):none

MGT4213 Strategic Sales Management

Sales management is the process of hiring, training and motivating sales staff, coordinating operations across the sales department and implementing a cohesive sales strategy that drives business revenue. Students set goals, plan, budget, and organize a program to achieve these goals. Students develop and implement the program and evaluate results while ensuring equity, diversity and inclusion of the workforce.

Prerequisite(s): none
Corerequisite(s):none

MGT4214 Industry Sales Project

Integration of theory and practise in an industry context supports the growth of a business development and sales professional. Working with industry partners, students develop a strategic business development/sales plan that meets the needs of the partner. Data analytics, social media, and market research are used to complete a real-world sales scenario. Furthermore, students reflect on their learning experience for professional growth.

Prerequisite(s): none
Corerequisite(s):none

MKT4103 B2B Marketing

Business-to-business (B2B) marketing is the marketing of products, services and ideas, and is distinct from business development and sales. Having a clear understanding of its impact on sales is critical to success. Students examine the core principles, tactics and strategies used for marketing in the business-to-business environment. Students explore how to successfully market in order to set objectives, avoid mistakes, and benchmark these efforts against the competition for a winning market strategy. The development of a small scale B2B market plan culminates this course.

Prerequisite(s): none
Corerequisite(s):none