Academic Plan as of Fall 2021

Program Description:
Effective operations are central to maximizing a team's sales performance. You will engage in best practices from leading experts, master critical concepts and strategies, and put your new skills to the test with hands-on practice in an individualized Salesforce Sales Cloud Developer environment. You will also create a Strategic Sales Operations Playbook to help a real-world company reach more prospects, produce more pipelines, improve key processes, and generate more revenue. The curriculum covers all of the key areas required to be effective at driving the productivity and capacity of a company's selling resources.

Delivered online, this course combines on-demand learning with weekly live expert-led sessions and mentor-led labs.

Program Learning Outcomes:
Upon completion of the Sales Operations Science Certificate, the student will be able to:
- Apply sales performance management techniques (territories, quotas, forecasting) to enhance an organization's sales objectives.
- Manage key technologies leveraged by Sales Operations professionals, including Customer Relationship Management automation (Salesforce Sales Cloud).
- Analyze an organization's existing vs. ideal tech stack based on the company's products, industry, customers, and sales team.
- Collaborate with the sales, marketing, finance, executive leadership, and other teams to increase efficiency.
- Implement meaningful Sales Operations improvements to a real-world company.

Program Requirements:
To earn the Sales Operations Science Certificate, you must successfully complete the Sales Operations Science course to earn 8 CEUs

Required Courses:
- Sales Operations Science (SP1001)

Prerequisites and Admissions Requirements:
No experience necessary. However, some material may be more advanced for those without any previous Sales Operations experience, in which case or mentors will work with students to help fill any knowledge gaps and ensure they are getting a full experience.