VIRTANZA
CAREER PATHWAYS

Virtanza Sales Training, Certification, and Career Placement Assistance Course Catalog

BOARD OF CAREER COLLEGES AND SCHOOLS

2019

6734 Elmers Ct.
Columbus, Ohio 43084

p. 1-888-311-1265
f. 949-715-9231

debbie@virtanza.com.
Virtanza.com

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Virtanza Mission and Vision

Vision

Virtanza is redefining sales education and job placement. Our unique, five-week virtual online training curriculum, skill assessment, and placement solution bridges the gap between employers and candidates. Virtanza offers the Virtanza Sales Training and Certification program plus job placement assistance for career transition candidates within eight weeks. Virtanza provides employers with certified candidates who are highly equipped to perform in a variety of sales roles.

Mission

Virtanza exists to provide students the sales skills necessary to go from the classroom into a thriving sales career. From real-life work role-plays to extensive consultative, communication-building skills, plus interview, resume and personal branding tools, students will walk away from this course equipped to work in a sales career that aligns with their strengths.

Description of Virtanza Sales Course Program

Course Objectives and Outcomes

Over a 5-week period, students will participate in two, three-hour workshops, seven sales webinars; four Microsoft Word and PowerPoint webinars, and two branding and interviewing webinars online, for an online or blended online and in-person sales education program. Passing the course leads to professional sales consultant certification.

Students will study the four-step Virtanza consultative selling process with the goal of becoming sales professionals who do more than just “sell,” but rather, learn everything there is to know about their clients; who put the needs of their clients first; who assess how those needs translate into success; and who build relationships that last long after the deal has closed.

Specific Learning Outcomes

By the end of this course, students will know how to:

1. Demonstrate mastery of consultant sales method.
2. Apply prospecting and background research methods.
3. Utilize customer data tools, including CRM, Google, websites, business records, and social media to determine best prospects and insights about prospects, and potential opportunities.
4. Develop a formula or series of questions to determine the prospect’s fit with the product.
5. Network by taking a proactive approach to business/social interactions and learning how to initiate stimulating conversation.
6. Conduct a customer needs assessment dialogue that leads to a customer commitment to proposed solution/plan.
7. Acquire information about decision makers and influencers, their motivations to buy, and their budget and ROI (return on investment).
8. Analyze pertinent customer needs information and create the appropriate solution and presentation in alignment with customer needs, goals, and objectives.
9. Calculate the maximum customer investment and create willingness by the customer to make the investment to solve needs.
10. Devise proposals to meet the needs of the various buying influences.

11. Demonstrate effective use of **Microsoft Word and PowerPoint** presentation templates in preparing and communicating proposed customer solutions.
12. Articulate proposed solutions to address the customer's challenges and needs, with a clear ROI.
13. Demonstrate value and actively promote products and services by making an objective and/or emotional connection between the customer's goals and the solutions.
14. Close customer commitment through logical, incremental steps.
15. Overcome customer objections and modify plan effectively to gain agreement from customer.
16. Create an ongoing customer relationship for incremental gain.
17. Prepare for a job interview, build resume, and define personal brand.
18. Use social media techniques for identifying desired jobs, networking, and connecting to hiring managers, leading to interviews and, as a result, job placement.
19. Use social media techniques for identifying business prospects, networking, and connecting to decision makers, leading to engagement with customer targets

Course Schedule

Length of course in clock hours & weeks

5 weeks total
30.5 of Webinar hours
9.5 Assignment hours
18 self-paced hours Microsoft Word
15 self-paced hours Microsoft PowerPoint

Note: For Microsoft Word and PowerPoint training, student's skills with each program will be pre-assessed with student and instructor input. Students can be trained for three different levels of desired proficiency in each program. 1. Proficient with sales proposals, 2. Proficient in all Word and PowerPoint functionality, 3. Preparation for Microsoft Specialist certification. Students with moderate to advanced skills in Word or PPT may opt-out of select exercises in those uCertify lessons where they are already skilled. However, all students will be expected to know the functionality in the required chapters of the uCertify learning environment regardless of pre-training skill level.

This course is available to students monthly. The course begins the first week of the month and continues over five weeks. Each week there are approximately three online sessions that range from 30 minutes to three hours. If a session is longer than two hours, there will be a 15-minute break in between. **Students can invest in Individual Program and Virtanza will schedule 12 of 15 sessions with instructors for 1:1 training.**

GROUP SCHEDULE Description with Credit Hours from ACE Credit

(American Council on Education)
Day Group & Night Group
All evening group classes start at 6 p.m. Eastern

Class Schedule	Curriculum Description	Class or Webinar Format/Assignments	Date/Time Dedicated
Week 1: **Introduction and Personal Assessments Webinar**	• Intro. to Professional Consultant Selling, Prospecting • Intro. to Microsoft Office Specialist • Intro. to Chally Sales Assessment, Potential Sales Role, Your Personality Strengths	#1 Webinar Introduction to Course Schedule and Assignments, Selling Method, WebEx, Dropbox, and Chally **Assignment:** Chally Reflection Paper	**First Friday of the Month** 8:00 a.m.-11:00 am Pacific 10:00 am to 1:00 pm Central 11:00 am to 2:00 pm Eastern ***Break in between*** **Note: evening group class to start at 6pm Eastern** Debbie Holzkamp, Educator
Social Media Prospecting	Techniques for prospecting targets on LinkedIn	#2 Webinar: Using prospecting tools and LinkedIn, other tools to use to engage Business prospects. **Assignment:** Set-up list of 10 prospects; build LinkedIn profile	**Monday, Week 1** 8:00 am-9:30 am Pacific 10:00 am to 11:30 am Central 11:00 am to 12:30 pm Eastern. Assignment for Webinar 3 **Note: evening group class to start at 6pm Eastern** Brett Olinger, Educator
Prospecting Webinar	• Prospecting, Needs Assessment techniques, Discovery • Investigate the background of one target and prepare a needs assessment strategy	#3 Webinar: Utilizing the following prospecting profiles: Anixter, Fox40, Norcal Auto, Updox, Dix Communications, IGS Energy, HealthMarkets, PatientPoint; or pick your Business Target and use the prospecting forms and tools: LinkedIn/prospecting tools, background investigation and needs assessment tool; investigate the background of customer target and prepare a needs assessment. **Assignment:** Target one customer profile scenario to investigate, develop needs assessment list of questions, and create an introduction script. Assignment will be used for sharing role-play during Webinar 5 and completing audio-taped role play during Webinar 6	**Tuesday, Week 1** 9:00 am-10:30 am Pacific 11:00 am to 12:30 pm Central Noon to 1:30 pm Eastern. Target customer assignment; Needs Assessment Strategy **Note: evening group class to start at 6pm Eastern** Debbie Holzkamp Educator

<u>Week 2:</u> **Microsoft Webinar**	• Microsoft Office Specialist – Word • Course materials and practice tests are provided through GMetrix and UCertify, which both are designed to qualify students to take and pass the Microsoft Office Specialist (MOS) certification exams.	#4 Webinar: FIRST WORD WEBEX WITH INSTRUCTOR Review Microsoft Lesson Guide, complete pre-course skill assessment, learn elements of great word proposals, overview of key features of Word 2013, Overview of uCertify functionality. Work through chapters 1 and 2 Post Webinar Word Assignment: Read and complete flash cards, quizzes and exercises at the learning level for chapters uCertify Chapters 3-9 self-paced by week 3 Note: Instructor will track progress via uCertify course managing tools.	**Thursday, Week 1** Noon to 2:00 pm Pacific 2:00 to 4:00 pm Central 3:00 pm to 5:00 pm Eastern ***Break in between*** Self-paced, post-webinar learning estimated at 8.75 hours **Note: evening group class to start at 6pm Eastern** Jim Hynes, Educator
Needs Assessment Webinar	• 60-minute Needs Assessment techniques, preparation for audio- taped role-plays	#5 Webinar Needs Assessment techniques, report on strategy for Customer Needs Assessment Assignment and Practice Customer Role-Play #6 Webinar for audio role-plays based on Customer Profile Assignment. Learn Salesforce CRM (customer relationship management). **Assignment:** 1)Second Target customer profile – Anixter, Fox40, Norcal Auto, Updox, Updox, Dix Communications, IGS Energy, Healthmarkets-, or personal business target scenarios to investigate customer background, develop needs assessment list of questions, and create an introduction script. Assignment will be used for video-taped role-play during Class WebEx 1 2) **<u>Salesforce Trailhead Modules</u>** Most sales positions require CRM (Customer Relationship Management) knowledge and experience. Set up an account-its free and you can use Facebook or LinkedIn or Google account to quickly set up. Use this link to Salesforce Trailhead learning modules: https://trailhead.salesforce.com/trails/crm Complete just after Webinar 5, the following Trailheads and screen shot your	**Tuesday, Week 2** 8:00 am-9:30 am Pacific 10:00-11:30 a.m. Central 11:00 am-12:30 pm Eastern Debbie Holzkamp, Educator Audio-taped role-play, next session **Note: evening group class to start at 6pm Eastern**

		completion of each and email to your instructor by Webinar 8. 1. **Grow Faster with CRM** 3 hours **2. Sell Lightening Fast with Sales Cloud** **3.** Extra Credit-add 3 points to Rubrics Grading Card: **Personalize Consumer Engagement at Scale with Marketing Cloud**	
Audio Taped Role-Plays Webinar	• 15-20 minutes for each student (part of certification; schedule 20 minute time blocks with each student)	#6 Webinar for audio role-plays based on Customer Profile Assignment **Assignment:** Second Target customer profile – Updox, Anixter, Fox40, Norcal Auto, Updox, Dix Communications, IGS Energy, HealthMarkets, or personal business target scenarios to investigate customer background, develop needs assessment list of questions, and create an introduction script. Assignment will be used for video-taped role-play during Class WebEx 1	**Thursday, Week 2** **20 minutes per student** 8:00 am -8:30 am Pacific 10:00 a.m.-10:30 a.m. Central 11:00 am -11:30 am Eastern (10-20 students) Jim Hynes Educator Audio-taped role-play **Note: evening group class to start at 6pm Eastern**
<u>Week 3:</u> **Microsoft Self-Paced Assignment**	• Microsoft Office Specialist – Word • (UCertify materials). Students walk through educational materials and practice exams by themselves. Instructor monitors completion and successful understanding offline	Microsoft Word Training Assignment – Read and complete flash cards, quizzes and exercises at the learning level for uCertify chapters 11 through 15 and 22 (self-paced) by next Microsoft Word instructor-led webinar. Note: Instructor will track progress via uCertify course managing tools.	**Week 2** Microsoft Word, chapters 11 through 15 and 22 (self-paced) Self-paced learning estimated at about 9 hours **Note: evening group class to start at 6pm Eastern**
Proposals and Role-Plays Webinar	• Introduction to proposal tool, need-based solutions • Role-play assignment	#7 Webinar – creating proposal from member company customer targets **Assignments:** **1.** Customer Profile for proposal development and audio-taped role-play during Webinar 10–Grad Leaders, Dix Communications, Updox; or Pick the personal business target you call on using Microsoft Word template Note: There will	**Friday, Week 2** 8:00 am-9:30 am Pacific 10:00 am to 11:30 am Central 11:00 am to 12:30 pm Eastern. Debbie Holzkamp, Educator

		be time to work on proposal during Class 1 WebEx **2.** Branding warm-up assignment for Webinar 8, **3.** Practice second customer target needs assessment assigned for video-taped role-play	**Note: evening group class to start at 6pm Eastern**
Branding Webinar with trainer	• Personal branding for job placement or customer target development	#8 Webinar Branding with Brett Olinger Review Branding assignment (discussed during Webinar 7) Promoting Your Brand in Your Resume, with Ibby Vores Resume Assignment – develop resume incorporating Chally competencies and personal branding insights. **Assignments to be complete by this date:** **<u>Salesforce Trailhead Modules</u>** Most sales positions require CRM (Customer Relationship Management) knowledge and experience. Set up an account-its free and you can use Facebook or LinkedIn or Google account to quickly set up. Use this link to Salesforce Trailhead learning modules: https://trailhead.salesforce.com/trails/crm Complete just after Webinar 5, the following Trailheads and screen shot your completion of each and email to your instructor by Webinar 8. 1. **Discover Sales Cloud** 1 hour 2. **Grow Faster with CRM** 3 hours **3. Sell Lightening Fast with Sales Cloud** **4.** Extra Credit-add 3 points to Rubrics Grading Card: **Personalize Consumer Engagement at Scale with Marketing Cloud**	**Tuesday, Week 3** ***Two topics, break in between sections:*** ***#1*** 8:00 am-9:30 am Pacific 10:00 am to 11:30 am Central 11:00 am to 12:30 pm Eastern. Brett Olinger, Educator **#2** 10:00 am-11:00 am Pacific Noon to 1:00 pm Central 1:00 pm to 2:00 pm Eastern Ibby Vores, Educator Resume basics and step-by-step intro to S2J Resume Worksheet; Branding Assignment **Note: evening group class to start at 6-9pm Eastern**

Microsoft Webinar with trainer	• Microsoft Office Specialist: Word • UCertify materials used with trainer walking students through the materials live on webinar.	#9 Microsoft Training Webinar SECOND WORD WEBEX WITH INSTRUCTOR: Using draft word proposal template and their role-play customer scenario, students write word proposal, review several student proposals with class, prepare class for audio word proposal practice and role play	**Wednesday, Week 3** Noon to 2:00 pm Pacific 2:00 to 4:00 pm Central 3:00 pm to 5:00 pm Eastern ***Break in between*** Self-paced, post-webinar learning estimated at 8.75 hours **Note: evening group class to start at 5 pm Eastern** Jim Hynes, Educator
Microsoft Webinar with trainer	• Microsoft Office Specialist – PowerPoint • UCertify materials used with trainer walking students through the materials live on webinar	#10 Microsoft Training Webinar FIRST POWERPOINT WEBEX WITH INSTRUCTOR Elements of great PowerPoint proposals, key features of PowerPoint 2013, Work through uCertify PowerPoint chapters 1,2,3	**Friday, Week 3** Noon to 2:00 pm Pacific 2:00 to 4:00 pm Central 3:00 pm to 5:00 pm Eastern ***Break in between*** **Note: evening group class to start at 6pm Eastern** Jim Hynes, Educator
Microsoft Self-Paced Assignment	• Microsoft Office Specialist – PowerPoint • (UCertify materials) Students walk through educational materials and practice exams by themselves with Instructor monitoring completion and successful understanding offline.	Microsoft PowerPoint Training Assignment – Read and complete flash cards, quizzes and exercises at the learning level for uCertify chapters 4 through 6 and 8, 9 (self-paced) within 48 hours Note: Instructor will track progress via uCertify course managing tools.	**Week 3,4** Chapters 4-6, 8,9 (self-paced)

<u>**Week 4:**</u> **All students in-person or WebEx for Business Development Target Customer Needs Assessment Customer Role-Plays**	• Needs Assessment; Customer role-plays • Developing solutions; Practice role-play customer solutions	**#11 Webinar** **Needs Assessment Video-Taped Role-Play; Finalize Proposal work during class and begin practicing for audio-taped proposal role-play** **Assignment:** Practice proposal for audio-taped role-play during Webinar 10	**Tuesday, Week 4** 9:00 am –Noon Pacific 11:00 am – 2:00 p.m. Central Noon - 3:00 pm Eastern ***Break in between*** Video-taped role-play Proposal development and practice Set-up for proposal audio-taped proposal role-play that will be conducted Week 4,5 **Note: evening group class to start at 6pm Eastern** Debbie Holzkamp, Educator
Customer Solutions Webinar	• Developing customer solutions • **(customized to member company targets and or personal business development targets)**	# 12 Webinar: Audio-taped proposal role-plays; discussion **Assignment**: Second proposal customer scenario – Updox, Grad Leaders, Fox40, Dix Communications or personal business development target and **using Word and PPT (both Microsoft templates**). Develop plan and practice for role-play for Class WebEx 2	**Wednesday, Week 4** **20 minutes per student** 8:00 am-8:40 am Pacific 10:00 am -10:40 am Central 11:00 a.m.-11:40 a.m. Eastern (schedule 40 minutes per student) Debbie Holzkamp, Educator
<u>**Week 5:**</u> **Interviewing Webinar with trainer**	• Interviews techniques for job placement, and or new business development	#13 Webinar - Interviewing techniques and practice aligned to employer target list. 8:00-9:15 Pacific Resume Review and Cover Letter Basics, by Ibby Vores, 9:30 am -10:30 am Pacific, 12:30-1:30 Eastern Assignment: Cover letter draft, and Branding.	**Thursday, Week 4** ***Two topics, break in between sessions:*** ***#1*** 8:00 am-9:15 am Pacific 9:00 am to 10:15 am Central 10:00 am to 11:15 pm Eastern. Brett Olinger, Educator **#2** 9:30 am -10:30 am Pacific 10:30 am to 11:30 am Central 12:30 pm to 1:30 pm Eastern

			15 min. break after interviewing session prior to cover letter session Ibby Vores, Educator **Note: evening group class to start at 6pm Eastern**
Microsoft Self-Paced Assignment	• Microsoft Office Specialist – PowerPoint • (UCertify materials) Students walk through educational materials and practice exams by themselves. Instructor monitors completion and successful understanding offline.	Microsoft PowerPoint Training Assignment – Read and complete flash cards, quizzes and exercises at the learning level for uCertify chapters 10 and 15 through 17 (self-paced) by next Microsoft PowerPoint instructor-led webinar. Note instructor will be tracking progress via uCertify course managing tools	**Week 4,5** Self-paced Microsoft PowerPoint learning Self-paced learning estimated at about 6.5 hours
Microsoft Webinar with trainer	• Microsoft Office – PowerPoint • UCertify materials used with trainer walking students through the materials live on webinar.	#14 Microsoft Training Webinar– SECOND POWERPOINT WEBEX WITH INSTRUCTOR: Using PowerPoint template, students write draft PowerPoint proposal, review several student proposals with class, prepare class for video PowerPoint proposal role-play for next day, last session.	**Tuesday, Week 5** Noon to 2:00 pm Pacific 2:00 to 4:00 pm Central 3:00 pm to 5:00 pm Eastern ***Break in between*** Jim Hynes, Educator Final class and instructions for Microsoft Office Specialist Certification, if desired **Note: evening group class to start at 6pm Eastern**
All students in-person or WebEx for Customer Proposal Role-Plays	• Member Company **target role-plays** • **(customized to member company targets and or personal business development targets)**	**#15 Webinar** **Customer Target Proposal Video-Taped Role-Plays using Word and Microsoft PPT Templates** Instructions for Microsoft Office testing at local testing site (if desired) Specialist Exam Series Students take course evaluation.	**Thursday, Week 5** 8:00 am-11:00 am Pacific 10:00 a.m.-2:00 p.m. Central 11:00 am-3:00 pm Eastern (20 minutes per student video) Debbie Holzkamp, Educator **Note: evening group class to start at 6pm Eastern**
Exam	Open-book, two-hour time block, pick from two-day time schedule	Online Exam for Professional Sales Certification	Introduction to Jim Hynes, Administrator

			December Two business days – pick two-hour time block (each student assigned two hour window)
Weeks 5-8	Sales Job Placement Support (cover letters, networking, resume reviews) for those certified	Certification notices, recognition, ongoing placement interviews with Member Companies	Next 4-8 weeks, support with Employers

Level 1 Virtanza Sales Training and Certification

ACE Transcript Data: STJB-0001

Location: Version 1: Online only nationwide; and online and in-classroom at multiple locations nationwide.

Length: Version 1: 5 weeks (48 hours)

Dates: Version 1: 08/01/2016 - 07/31/2019

Description: Version 1: 5 weeks (48 hours). The course is designed to study the four-step Virtanza consultative selling process with the goal of becoming sales professionals that do more than just "sell", but rather, learn everything there is to know about their clients; who put the needs of their clients first; who assess how those needs translate into success; and who build relationships that last long after the deal has closed.

Students will participate in two, half-day online workshops; seven sales Webinars; four Microsoft Word and PowerPoint Webinars; and two branding and interviewing Webinars to encompass one comprehensive online sales education program. Passing the course leads to a professional sales consultant certification.

Objective: Version 1: The course objective is to study the four-step Virtanza consultative selling process with the goal of becoming sales professionals that do more than just "sell", but rather, learn everything there is to know about their clients; who put the needs of their clients first; who assess how those needs translate into success; and who build relationships that last long after the deal has closed.

Students will participate in two, half-day online workshops; seven sales Webinars; four Microsoft Word and PowerPoint Webinars; and two branding and interviewing Webinars to encompass one comprehensive online sales education program. Passing the course leads to certification as a professional sales consultant.

Learning Outcomes: Version 1: Upon completion of the course, the student will be able to conduct presales call planning and research: learn all they can about the prospective customer through research; develop a pipeline of customer targets; complete customer call target assignments; develop and conduct a thorough needs assessment: understand the customer's challenges and objectives, leading to a proposed plan; develop a proposal to address the customer's challenges and needs, with a clear return-on-investment (ROI); negotiate, close, and deliver; and utilize Microsoft Office Specialist basic skills.

Instruction: Version 1: The methods of instruction include case studies, practical exercises, learner presentations, lecture, discussion, classroom exercise, and computer-based training. The general course topics include personal sales assessments; prospecting; developing a needs assessment; proposals and situation role-plays; customer solutions; value selling and closing techniques; team role-plays; and exam week.

Methods of Assessment: Version 1: The methods of assessment include case studies, presentations, written papers, performance rubrics (checklists), real-life work scenarios, situational role-plays, and an examination with a minimum passing score of 75 percent.

Credit Recommendation: Version 1: In the lower-division baccalaureate/associate degree category, 2 semester hours in business communications, sales, or marketing (8/16).

Reviewer Note: Overall, there was unanimous agreement amongst the review team that the course content was appropriate and relevant to sales training when aligning with similar post-secondary courses. It provides the foundational knowledge required in business, sales, or marketing programs. The course is very well-organized in its design and course material. The length of the lectures and their content are engaging for students and allows them to clearly see what is expected of them and provides them an opportunity to comprehend the material in a unique way.

Policy and Regulations for Students

Admission

To enroll, students must demonstrate enthusiasm to master sales skills and start a sales career.

Requirements:

1. Minimum age for admission is 18.
2. Applicants should have a high school diploma or GED.
3. All applicants must complete the Enrollment Agreement, Virtanza Application, and State of Ohio Student Disclosure Agreement.
4. Virtanza does not discriminate based on gender, race, age, religion, sexual preference, handicap, or national origin.
5. Applications must be in place and accepted at least 10 days prior to the start of a monthly course.

Student Academic Responsibilities

To meet expectations, students must complete all assignments; participate in all classes in-person/WebEx and online. All in-person classes must be attended; Virtanza will allow one online Webinar absence, yet the session must be made-up through an audio-taped version. More than one absence will result in termination from the program, or the student may be allowed to attend the next month's program provided there is space available and per approval of the Virtanza President. Additional rescheduling fees may apply.

Student Leave, Absences, Tardiness, Make-up Work

If the student must take a leave-of-absence from the training program covering more than one session, they may be allowed to attend the next month's training session upon approval of the Virtanza President, and if space is available.

It is important that the student be signed into the webinar and online by the start time of each session. If they sign in more than 15 minutes late for a session, that will count as an absence and it will need to be made-up. Recurring tardiness may result in the Participation grade being lowered, being dropped from the program or rescheduling to the upcoming month's program. Class participation accounts for 2.5% of total student grade.

Attendance will be taken at each webinar/training session via roll call, and the WebEx system attendee tools. Students will also be monitored to ensure they do not sign out of the webinar before the end of each session.

Suspension or termination may be enforced due to unsatisfactory work or disciplinary issues.

Standards of Academic Progress, Rubrics Grading and Expectations, and Graduation Requirements

To pass the course, students are required to achieve a 75% weighted average across all graded elements of the program. Students who receive a "Did Not Meet Expectations" or "Incomplete" score for two or more sessions may be suspended or terminated as they could trend towards not passing the program. This grading trend for each student will be monitored either after each session to determine if actions are necessary to improve performance, or if termination is warranted.

Each student is expected to participate in a positive learning manner and to engage actively and professionally online and offline with the instructors and students. Students who are disruptive may be terminated depending on the severity of the instance(s).

Grading Procedures: To pass the course and receive Virtanza Professional Sales Certifications, students must score a weighted average of three or greater. A three is equivalent to a 75% weighted average grade.

Grading scale used for this course:

Exceeded Expectations	=4 Points
Met Expectations	=3 Points
Met Some Expectations	=2 Points
Did Not Meet Expectations	=1 Point
Incomplete	=0 Points

Referring to the Rubrics Grading System Example below, the following elements will be graded using the grading scale 0-4. Meets expectations examples are listed for each of the graded elements:

1. Chally Personal Assessment Reflection Paper. To meet expectations, students must review their Chally Sales Assessment report and complete the 2-3 page reflection paper, answering what led you to this course, your strengths and how to use them in a sales career, and the goals you have for the future and how this course will help you to achieve those goals. This assignment is 5% of total student grade.

2. **Social Media Prospecting Assignment**: To meet expectations, students must create a thorough LinkedIn profile based on the methods they learn through the Social Media Prospecting Webinar, and then invite instructor to connect through LinkedIn. They then must use a combination of LinkedIn Advanced Search and data.com to create a list of 10 target companies and 3 people at each of those companies to meet who are in a position to influence a hiring decision. This assignment is 5% of total student grade.

3. Needs Assessment Profile Assignment: To meet expectations, students must review the background information on their assigned company and investigate additional information, filling in the background form questions 1-5. Next, they must compete the Needs Assessment Form with fact-finding questions related to their assigned company.

4. Needs Assessment Profile Audio-Taped Role-Play: To meet expectations, student must utilize their company needs assessment profile to build questioning strategy. They then must utilize this questioning strategy in their role-play, including building a relationship by asking about customer practice goals and objectives, understanding the target customer product and services offered, challenges and opportunities; setting up appropriate follow-up appointments, and overcoming any objections. This assignment is 7.5% of total student grade.

5. Branding Warm-Up Assignment: To meet expectations, students must answer all branding questions included in the exercise, typing answers and returning to instructor before Webinar 8. This assignment is 2.5% of total student grade.

6. Proposal Profile Assignment: To meet expectations, student must analyze pertinent HR customer goals, recruitment needs, target audience, marketing needs, cost-per-hire, measuring investment, return on investment, and decision-making process for the company they are assigned. Based on the data compiled, student must create a proposal to meet the needs of the customer, including the parts of the plan targeted to the desired audience, and reasonable return on investment using the information gathered from the needs assessment call. This assignment is 5% of total student grade.

7. **Video-Taped Needs Assessment Customer Role-Play**: To meet expectations, student must utilize this questioning strategy in their role-play, including building a relationship by asking about customer practice goals and objectives, understanding the target customer product and services offered, challenges and opportunities; setting up appropriate follow-up appointments, and overcoming any objections. This assignment is 12.5% of total student grade.

8. Microsoft Word Proposal for Audio-Taped Version: To meet expectations, student must successfully fill-out the Word proposal template, effectively entering all proposal elements in the correct sections where outlined. Student's proposal must show a solid understanding of the creative tools within Word including themes, styles, use of insertion of tables, art, logos to make the presentation more impactful and engaging for the client. This assignment is 10% of total student grade.

9. Proposal Audio-Taped Role-Play: To meet expectations, student must effectively, through role-play, communicate and qualify the customer goals and objectives; describing the parts of the plan and value using support documents, and clearly articulating the return on investment. They must also demonstrate value and actively promote the parts of the enterprise solution plan by making an objective connection between customer's goals and the value of the solution. Finally, the student must create willingness from the customer to make the investment, ask for the investment commitment, and close the sale. This assignment is 7.5% of total student grade.

10. Video-Taped Proposal Role-Play: To meet expectations, student must effectively, through video-taped role-play, communicate and qualify the customer goals and objectives; describing the parts of the plan and value using support documents, and clearly articulating the return on investment. They must also demonstrate value and actively promote the parts of the enterprise solution plan by making an objective connection between customer's goals and the value of the solution. Finally, the student must create willingness from the customer to make the investment, ask for the investment commitment, and close the sale. This assignment is 12.5% of total student grade.

11. Microsoft Word and PPT Proposal Video-Taped Version: To meet expectations, student must successfully fill-out the Word and PPT proposal templates, effectively entering all proposal elements in the correct sections where outlined. The proposal should show a solid understanding of the creative tools within Word and PowerPoint, including animation, themes, styles, use of insertion and creation of tables, art, logos to make the presentation more impactful and engaging for the client. This will be 10% of total student grade.

12. Resume: To meet expectations, student must draft a grammatically correct resume for targeted sales role that effectively applies recommended resume techniques, defines individual value proposition as a candidate, showcases key strengths, and identifies transitional skills. This will be 5% of total student grade.

13. Class Participation: To meet expectations, student must complete all assignments; participate in all classes in-person/WebEx and online. All in-person classes must be attended; Virtanza will allow one online Webinar absence, yet the session must be made-up through audio- taped version. This will be 2.5% of total student grade.

14. Exam: To meet expectations, student must pass the exam with a 75% (no more than 6 incorrect answers). This will be 15% of total student grade.

Condition of re-entrance for Students Dismissed or Suspended for unsatisfactory progress

Given the short 5 week, 15-session duration of the Virtanza course and the one absence limit, any situation that would result in a student missing more than one session would require dismissal or termination. The student through an audiotaped makeup session could make up a one-session suspension. The student may be considered for a future month's sales training program upon approval of the Academy President if a satisfactory explanation for the unsatisfactory performance is accepted. Students terminated from the program forfeit the return of fees for any reason.

Student Conduct

Students enrolling in Virtanza assume an obligation to conduct themselves in a manner compatible with the Academy's function as an educational institution. As a result, reasonable policies, procedures, and regulations have been developed to guarantee each student's freedom to learn and to protect their rights.

Each student's attitude and deportment must conform to standards inherently necessary to advance the educational process. Failure to observe these standards may result in a review of a student's behavior for appropriate determination. Such behavior could be grounds for dismissal. Students who fail to comply with the regulations of Virtanza may be dismissed from the online school at any time with no reimbursement of fees.

Harassment

Virtanza is committed to fostering an online learning environment free of harassment. Verbal or written conduct that is unwelcome, or that denigrates or shows hostility or aversion toward an individual based on any of the factors listed below will not be tolerated. Harassment of any form is strictly against Academy policy and may result in disciplinary action.

Harassment is any verbal or physical action based upon race, color, creed, religion, gender, national, or ethnic origin, age, handicap, or sexual orientation will not be tolerated. Sexual harassment includes but is not limited to; sexual advances, requests for sexual favors, or unwelcome contact. Sexual innuendoes, use of obscene language, and telling sexual jokes can also be construed as sexual harassment.

A fundamental belief of the Academy is that each member of the community has a right to a healthy and supportive environment for learning and working. Harassment of any form is considered a serious matter at Virtanza. All members of the community are responsible for ensuring that the campus is free from harassment. Complaints of harassment will be promptly and carefully investigated, and all members of the community are assured that they will be free from all reprisal from filing a complaint.

Complaint or Grievance Procedure

All student complaints should be first directed to the school personnel involved. If no resolution is forthcoming, a written complaint shall be submitted to the director of the school. Whether or not the problem or complaint has been resolved to his/her satisfaction by the school, the student may direct any problem or complaint to the Executive Director, State Board of

Career Colleges and Schools, 30 East Broad Street, Suite 2481, Columbus, Ohio, 43215, Phone 614-466-2752; toll free 877-275-4219.

The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) has evaluated and recommended college credit in the lower-division baccalaureate/associate degree category, 2 semester hours in business communications, sales, or marketing of Virtanza's Sales Training and Certification course. Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions, representing more than 1,600 college and university presidents and more than 200 related associations nationwide. It provides leadership on key higher education issues and influences public policy through advocacy.

For more than 30 years, colleges and universities have trusted ACE CREDIT to provide reliable course equivalency information to facilitate their decisions to award academic credit. For more information, visit the ACE CREDIT website at www.acenet.edu/credit.

Granting of Credit

ACE Transcript Process, School

The American Council on Education's College Credit Recommendation Service (CREDIT) connects workplace and career school learning with colleges and universities by helping adults gain access to academic credit for formal courses and examinations taken outside traditional degree programs.
Anyone who successfully passes the Virtanza Sales Course can join the ACE CREDIT Registry and Transcript Service and request an official transcript. Follow the below steps for the Virtanza Sales and Certification transcript process with ACE Credit.

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Create Your Account

If you already have an account with the ACE CREDIT Registry and Transcript System, please log into your account and proceed to the section regarding submitting courses. If you are **new** to the ACE CREDIT Registry and Transcript System and to validate your account, visit the https://www.acenet.edu/transcripts and follow these steps:
Step 1: From the homepage, click on "**Create an Account**".
Step 2: On this page, insert your last name and your social security number. Click "**Next**". This will search our database to see if a record has already been established for you by another organization. If the system finds no record that matches, then please choose "**Continue Registration"**.
Step 3: Fill in the required fields to create your account. Create a user name, password and security question. Read and accept the Terms of Use. Click "**Complete Registration**".
Step 4: Your account has been created and you are now on your home page.

Submit Courses to Your Organization for Approval

Step 1: From your homepage, choose "**Course Search**".
Step 2: Type in your search criteria in the provided fields to find your course.
Once you have located the course, choose, "**Add to Transcript**".
Proceed by entering your completion date and the location where you completed the course. Then click "**Submit for Review**". This will prompt a request to the registrar at your organization to review your course request and approve or deny it.
Step 3: The course(s) have been submitted to your organization. Once they have been approved by your organization, you will receive an email that the courses have been added to your transcript.

Order Your Transcript(s)

Select "Order Transcripts" from your home page and follow the steps to order your transcript.
You will be prompted to choose your transcript type (paper or electronic) as well as the destination that the transcript should be sent to. This site will allow you to pay the registration fee of $40.00 which includes a complimentary transcript. You will be prompted to pay your registration fee when you order your complimentary transcript. Additional transcripts are $15.00 each.

Resources

CEAI Resource Center
Resource Center hours M-F 8:45 AM – 4:45 PM ET
Toll Free 1-866-205-6267 or by email at credit@acenet.edu
College Credit Recommendation Service (CREDIT)
Learn about academic credit for courses taken outside traditional degree programs.
Military Evaluation Programs
Information and guidance provided on awarding credit for formal military courses.
National Guide Online
View the *National Guide* listing for credit recommendations and course descriptions for ACE reviewed training.
View the ACE CREDIT College and University Network
Participating higher education institutions in the ACE College and University Network to attract increasing numbers of adult learners.

Fees

Registration, Sales Assessment Fee, Tuition Fee, Book Fee, Additional Fees, Tuition and Fee Changes, Billing and Payment, Tuition Refund Process

Tuition and Fees for Current Term: 5-week Group Course Payment:

Pre-payment option (Note: two-payment option also offered)

Registration Fee...$125 due at least 10 days prior to the start of the course

Sales Assessment Report Fee due 7 days prior to start of course....................$350.00

Book Fee for 5-week course...............................$35.00

Tuition for 5-week, 15-session course due on or before the second session of the first week....................................$2960.00

Total Cost: $3470

Individual Coaching Fee for 12 of 15 private course sessions, 3 sessions are offered as group only: $800

Total Cost with private coaching sessions: $4270

Income Share Agreement (ISA) Option (ISA contract and disclosure form contain complete details)

1. Prepay $199 to enroll; in accordance with grace period and other terms of agreement, pay 4.5% of income over a 4-year period. Maximum is $9000 or less over a 4-year period (about $130 to $188 a month).

* Students must come equipped with PC computer with Windows operating system 7 or 8 or 10, and Microsoft 2013 or 2016 software, high speed internet and a telephone or mobile phone.

Tuition and fee charges are subject to change at the school’s discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase.

Cancellation and Settlement Policy

The enrollment agreement may be canceled within five calendar days after the date of signing provided that the school is notified of the cancellation in writing. If such cancellation is made, the school will promptly refund in full all tuition and fees paid pursuant to the enrollment agreement and the refund shall be made no later then thirty days after cancellation. This provision shall not apply if the student has already started academic classes. The sales assessment fee will not be returned once student takes Sales Assessment. Students will receive their sales assessment report even if the Student has cancelled the program.

Refund Policy

If the student is not accepted into the training program, all monies paid by the student shall be refunded. There is one (1) academic term for this program that is 2 credit hours in length equal to a 5- week, 15-session course.

Refunds for tuition and refundable fees shall be made in accordance with following provisions as established by Ohio Administrative Code section 3332-1-10:

(1) A student who withdraws before the first class and after the 5-day cancellation period shall be obligated for the registration fee. A student who takes the Sales Assessment test will be obligated for the sales assessment fee.

(2) A student who starts the course and withdraws during the first full calendar week of the academic term shall be obligated to pay 25 percent of the tuition and refundable fees for that academic term, plus the registration fee.

(3) A student who withdraws during the second full calendar week of the academic term shall be obligated to pay 50 percent of the tuition and refundable fees for that academic term, plus the registration fee.

(4) A student who withdraws during the third full calendar week of the academic term shall be obligated to pay

75 percent of the tuition and refundable fees for that academic term, plus the registration fee.

(5) A student who withdraws beginning the fourth full calendar week of the academic term will not be entitled to a refund of any portion of the tuition and fees.

The Academy will make the appropriate refund within thirty days of the date the school is able to determine that a student has withdrawn or has been terminated from the program. Refunds shall be based upon the last date of a student's attendance or participation in an academic school activity.

Faculty

List of Faculty and General Qualifications:

CEO and Founder: Debbie Holzkamp

Debbie Holzkamp has 32 years of general management and executive sales leadership. She led sales organizations of 400+ people and accelerated profitable revenues to $400M+ annually for large multinational companies.
With the Virtanza program, she has certified more than 2,000 adults, conducted more than 9,000 training field calls, and helped 35 companies in 26 States generate $14M+ in market share revenues.
Author of ***Virtanza: The Art and Science of Successful Selling for Business-to-Business Sales Professionals.*** **Click to the Book.**
https://www.linkedin.com/in/debbieholzkamp/
Phone: (714) 932-2284 Email: debbie@virtanza.com

Virtanza Lead Sales Educator: Jim Hynes

Jim Hynes oversees Virtanza's training track and has served as Virtanza Certification exam proctor since 2013. A seasoned sales strategist, performance coach, and entrepreneur, he has worked with both Fortune 500 and privately held companies, including start-ups, in the technology, employee recognition, digital marketing, and sales coaching/training arenas. Jim is a graduate of the University of Notre Dame and has an MBA from the Stephen M. Ross School of Business, University of Michigan.
https://www.linkedin.com/in/jimehynes/
Email: Jim@Virtanza.com

Virtanza Curriculum Writer and Content Management: Katie Marcuzzo

Katie Marcuzzo is a professional writer and communication specialist with more than ten years of experience developing comprehensive message strategies for internal and external audiences. She created the training curriculum for a large multinational religious organization and has managed communication strategy and deliverables for a franchise network of 3,000. Katie is Virtanza's curriculum writer. She holds an MA in Communications from California State University, Fullerton.
https://www.linkedin.com/in/katie-marcuzzo-71023675/
Email: katie@virtanza.com

Virtanza Sales Educator: Ann Kuga

Ann Kuga has more than 35 years experience as a senior-level talent development professional. She has extensive experience in change-oriented initiatives and leadership/team development in a variety of industries, including print media, entertainment, consumer packaged products, financial services, aerospace, defense, and electronics.
Ann has excelled at designing company-wide leadership curriculum, e-learning, and tools/resources. She has helped organizations measure and increase specific organizational competencies for development and succession planning, enabling them to understand the contributions made to overall business goals by unit and by individual. She also launched the Training and Development function as a startup operation at two different companies.
https://www.linkedin.com/in/ann-kuga-9030783/
Email: annkuga@gmail.com

Sales Educator and Power Connections Inc. Career Coach: Celena B. Perry

Celena Perry knows what makes a sales professional tick. At Delco Remy Division / Delphi Energy, Formerly General Motors Automotive Components Group, she was the first woman at Delco Remy to receive a sales assignment, field assignment and sell a technical product. She later served as GM's Regional Manager of HR and Organization Development for its Vehicle Sales, Service and Marketing Division. Today she is a certified career coach, consultant, facilitator-trainer, writer and speaker. Celena holds MSM and BSBA degrees from Indiana Wesleyan University.
https://www.linkedin.com/in/celenabperry/
Email: Celenabperry@gmail.com

Sales Educator and Marketing Expert: Michael Gersten

Sales and marketing executive Michael Gersten has 30-plus years of experience selling and managing teams to sell, with particular emphasis on technology solutions. He has bone-deep understanding of lead generation, prospect qualification, sales cycle management, contract negotiation, closing and relationship development. He knows what sales managers look for in job candidates: He's skilled at sales team hiring and development, sales plan creation and execution, target customer profile identification, and marketing campaign creation and implementation. He holds an MBA in Business Administration fromUniversity of Michigan and earned his BS at Wharton School of Business.
https://www.linkedin.com/in/michael-gersten-66a644/
Email: mikegers10@gmail.com

Sales Educator and Marketing Expert: MJ Shores

Mae Jennifer (MJ) Shores is an award-winning marketing expert who has successfully led marketing efforts for firms across a diverse array of industries, including top global business schools such as The Wharton School and UCLA, and private sector firms in the software, transportation, video streaming, and energy sectors. Among her skills are marketing strategy, integrated marketing, project management, digital/social media, market trends analysis, demand and lead generation, and communications. MJ holds a BA in Economics from Guilford College (Greensboro, NC) as well as a BA in History from the University of Arizona. She earned a Master of Public Policy and Administration from Columbia University.
https://www.linkedin.com/in/mjshores/ email: mjshores100@gmail.com

Power Connections Inc. Career Coach: Brett Olinger

Brett is a transformational career coach who guides career-changers in identifying their personal and professional brand values and matching them to career goals, a linchpin deliverable for Virtanza students. He has a diverse professional background, from biomedical research to Executive Career Coaching. Brett's professional and industry experience also includes executive leadership in the printing and apparel manufacturing and wholesale distribution sectors. He holds a BA in English from the United States International University, San Diego, and has conducted research in Molecular Biology at University Southern California School of Medicine and UC San Diego School of Medicine as a research associate.
https://www.linkedin.com/in/brettolinger/ Email: brett@teamolinger.com

Power Connections Inc. Career Coach: Kathleen M. O'Halloran, SPHR, SHRM-SCP

Kathy O'Halloran is an experienced organization development/organizational effectiveness professional. She has a proven ability to build relationships, serve as an advisor and coach to executives and staff, and engage capable teams. Her areas of expertise include succession planning, interviewing and selection, talent management strategy, leadership development, diversity and inclusion, coaching. Kathy has an MBA from Claremont Graduate University, Drucker Business School and a BS in Business and Management from University of Redlands.
https://www.linkedin.com/in/kathyohalloran1/
Email: Kathyohoc@yahoo.com

Power Connections Inc. Career Coach: Ana L. Bidoglio

Bilingual trainer and coach Ana Bidoglio has a background in various industries, including business, legal, and professional services. As a Senior Professional in Human Resources (SPHR) professional, her areas of expertise include HR management, employee relations, recruitment, talent, development and organization culture. She has designed major recruitment projects and is expert in strategic talent management. Ana earned her BA in Social Ecology with an emphasis in Criminology, Law & Society from the University of California, Irvine. She earned her Juris Doctor degree from Vermont Law School.
https://www.linkedin.com/in/anabidoglio/
Email: albidoglio@gmail.com

Virtanza HR Leader and Educator: Ibby Vores, SHRM-SCP

Ibby brings human resources perspective to Virtanza's education, job placement, marketing and strategic spheres. A senior certified HR professional, she offers sophisticated judgment and knowledge to Virtanza's job readiness coursework and follow-up placement assistance. She is a supportive coach for students while holding them to high expectations. Her creative vision as a professional writer and editor is key to Virtanza's strategic communication presence. Ibby has a BA in English Composition from DePauw University.
https://www.linkedin.com/in/writestuffhr/
Email: ibby@virtanza.com

Technical Training Expert, Instructor and Coach: Bobbi Silber

Bobbi Silber is an accomplished trainer and writer with more than 10 years of experience in producing online technical content. She is also a veteran production manager from the newspaper manufacturing arena, where – in addition to managing day-to-day production needs in a deadline-driven environment - she developed departmental, divisional and corporate cross-training initiatives to improve workflow and processes. She also initiated and managed major capital improvement projects including major system installations, training and implementation. Bobbi holds an MS from the University of Miami and a BA from Fordham University.
https://www.linkedin.com/in/barbara-bobbi-freedman-silber-3b51425/
Email: Bobbi11752@gmail.com

Academic Calendar

Group Course Dates

Course Begins Date	Course Ends Date	Registration Fee Due Date	Sales Assessment Fee Due Date	Tuition and Book Fee on or before Due Date	No Session on this Holiday
January 11, 2018 2017	February 14, 2018	January 3, 2019	January 9, 2019	January 15 2019	Martin Luther King, Jan. 21
February 1 , 2019	March 7, 2019	January 24, 2019	January 30, 2019	February 5, 2019	Presidents Day Feb. 18(Monday)
March 1, 2019	April 4 2019	February 21 2019	February 27, 2019	March 5, 2019	
April 5, 2019	May 19, 2019	March 28, 2019	April3 , 2019	April 9, 2019	Good Friday, April 19, 2019
May 3, 2019	June 6, 2019	April 25, 2019	May 1, 2019	May 7, 2019	Memorial Day May 27, 2019
June 7, 2019	July 11, 2019	May 30, 2019	June 5, 2019	June 11, 2019	July 4th (Thursday)

Course Begins Date	Course Ends Date	Registration Fee Due Date	Sales Assessment Fee Due Date	Tuition and Book Fee on or before Due Date	No Session on this Holiday
July 12, 2019	August 15, 2019	July 2, 2019	July 10, 2019	July 16, 2019	
August 2, 2019	September 6, 2019	July 20, 2019	July 27, 2019	August 6, 2019	Labor Day Sept. 3
September 6, 2019	October 10, 2019	August 29, 2019	September 4, 2019	September 10, 2019	
October 4, 2019	November 7, 2019	September 26, 2019	October 2, 2019	October 8, 2019	Columbus Day, October 14
November 1, 2019	December 5, 2019	October 24, 2019	October 29, 2019	November 5, 2019	Thanksgiving Thursday Nov. 28