



Level 1 Virtanza Sales Training, Certificate, Career Placement Assistance Course Catalog

BOARD OF CAREER COLLEGES AND SCHOOLS

2020

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Virtanza Mission and Vision

Vision

Virtanza is redefining sales education and job placement assistance. 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 Certificate program plus job placement assistance for career transition candidates within eight weeks. Virtanza provides employers with certified candidates who are well-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 instruction in consultative and 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 online live sessions: one Chally sales profile webinar, 11 sales Webinars, and three branding and interviewing Webinars to encompass one comprehensive online sales education program. Passing the course leads to professional sales consultant Certificate.

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 assistance.
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:

5-7 Weeks total

30 Live online session hours

25 Assignment and reading hours

This course is available to students monthly. The course typically begins the first week of the month and continues over five to seven weeks depending on the arranged schedule. Each week there are approximately two to three online sessions that range from 30 minutes to three hours. If a session is longer than two hours, there is a 15-minute break midway through the session.

GROUP SCHEDULE Description with Credit Hours from ACE Credit

(American Council on Education)

Module 1:

Sales role profile, Chally Sales Assessment overview, individual sales profile, and sales development plan

Assignment #1 – Sales Profile Reflection paper. Summarize sales strengths, areas for development, your sales role match to 13 sales roles, which include Sales Development Representative, New Business Development, Account Management, Sales Management, Outbound Telesales, Inbound Telesales, Account Management, System Sales, Strategic Sales, Consultant Sales, Relationship Sales.

Module 2:

LinkedIn Profile and Social Media Prospecting

- In this module, you will gain competency in using online resources to develop sales prospects.
- You'll develop expertise in using LinkedIn and be introduced to LinkedIn Sales Navigator to identify companies and people inside those companies as targets and potential prospects.
- Learn how to use LinkedIn to find jobs that you'll want to apply for after completing your sales education.

Assignment #2 – LinkedIn profile for business selling, setting up prospects using data tools.

Module 3:

Introduction to the 4-step selling process

- From the book, Virtanza: The Art and Science of Successful Selling for the Business-to-Business Sales Professional
- Sales goal planning/customer relationship management (CRM)
- Customer prospecting and your customer introduction

Assignment #3 – First role-play scenario, Prospecting Part 1

Module 4:

Needs assessment techniques, conducting a needs assessment dialogue with your target customers.

- Review of Virtanza Sales Process Step 2: Needs Assessment.
 - Opening a conversational dialogue, asking open-ended questions, getting to know the person, finding out their challenges and opportunities to improve on.
 - Mastering the conversational dialogue with your target customer, building a solid relationship
- You will share your introduction and needs assessment strategy designed around your customer profile during the live instructor session.

Assignment #4 – Salesforce CRM Trailheads (these are guided audio and video learning paths to help you learn the Salesforce CRM system). Complete two Trailheads and submit a certificate of completion by Module 11.

Assignment #5 – Work through your first role-play scenario – on needs assessment – and set up for prep role-play of Part 2 of assignment when Teams conduct role-play with instructor.

Module 5:

Your customer introduction and needs assessment role-play prep sessions with pairs of two students and instructor. Depending on class size, two Instructors conduct group role plays. Scheduled as a lab.

- Introduction and Needs Assessment Role-Play, 20 minutes total, each student takes turns conducting customer needs assessment in videotaped role-play.
- In final 5 minutes, review 2nd role-play scenario.

Assignment #6 – work on 2nd role-play scenario with an assigned group, to present in group class during Module 6 or 7.

- 10-minute videotaped role-plays
- Groups of 3-4 students will be assigned to a customer role-play
- Group role-plays grading rubric.

Module 6:

Group Needs Assessment role-plays

Module 7:

Group Needs Assessment role-plays

Module 8:

Persuasive presentation mechanics, telling a story, guidelines for presentation delivery

Assignment #7 – Write Proposal role-play. Apply customer scenario and presentation mechanics

- Part 1 of Proposal Assignment is to prepare for a two-person role-play
- Write your presentation with your partner for final role-play, due two days before you present your last proposal role play during Module 12, 13 or 14.

Module 9:

Personal branding for job placement assistance and sales with customer targets

- During this session, you will continue to build on your self-knowledge and expanding skill toolkit to build your brand.
- Who are you? What do you have to offer an employer or client? How do your skills align with what an employer is looking for in the right candidate?
- LinkedIn profile skills and work experience alignment to professional sales role requirements
- Here, we will help you identify and build your online image.

Assignment #8 – Upload your LinkedIn Summary and Headline into your LinkedIn profile. Save the worksheet Word document you created throughout the process of marking up your job posting, extracting key skills language from the text and progressing through this analysis to develop your LinkedIn Summary and Headline copy.

Module 10:

Sales role-focused resume and cover letter

- Complete prework on your transferable skills.
- Learn how to write a cover letter.
- Learn the basics of content and structure.
- Get suggestions for showcasing your accomplishments.
- Learn about customizing for different jobs.

- Learn how to stand out in the field of candidates.
- Receive resource for successful sales role interviewing.

Assignment #9 – Complete your sales role-focused resume and cover letter aligned to your Chally profile. Take a 10-question quiz on resume/cover letter techniques.

Module 11:

Customer styles, negotiation techniques.

- Your customer scenario, using one of the techniques from the book: Never Split the Difference, Negotiating as If Your Life Depended on It, by Chris Voss.

Assignment #10 – Part 2 of Proposal Assignment, present proposal role-play with assigned customer style and negotiation technique. Pairs of two students role-play customer proposal. Will be videotaped.

- Final Proposal Role-play scenario
 - PowerPoint presentation
 - Follow presentation delivery guidelines
 - Presentation teams to present during assigned Module 12, 13, 14
 - 10 minutes for presentation

Module 12:

Role-play customer proposal of assigned customer scenario. 10 minutes total per team

- Final Proposal Role-Play scenario
 - PowerPoint presentation
 - Follow presentation delivery guidelines

Module 13:

Role-play customer proposal of assigned customer scenario. 10 minutes total per team

- Final Proposal Role-Play scenario
 - PowerPoint Presentation
 - Follow presentation delivery guidelines

Module 14:

Interviewing Techniques

- Interviewing techniques for employer sales role job placement assistance

Module 15:

Sales Goal Planning, Exam Prep, Coaching and Next steps

Student Survey

Final Exam: 40-minute, timed, multiple choice, 1 open-ended question.

Graduate Coaching Sessions:

Student sets up 15-minute employer coaching sessions with Instructor for weeks 7 to 11.

Level 1 Virtanza Sales Training and Certificate

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 - 07/3/2019

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 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. Students will participate in online live sessions: one Chally sales profile webinar, 11 sales Webinars; three branding and interviewing Webinars to encompass one comprehensive online sales education program.

Objective: Version 1: The course objective is to 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. Students will participate in online live sessions: one Chally sales profile webinar, 11 sales Webinars; three branding and interviewing Webinars to encompass one comprehensive online sales education program. Passing the course leads to certificate 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 demonstrate basic Microsoft Office 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 race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, gender identification, pregnancy, marital status or parental status.
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/Zoom and online. All in-person classes must be attended; Virtanza will allow one online session 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, the student 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 the student is signed in more than 15 minutes late for a session, it will count as an absence and will need to be made up. Recurring tardiness may result in the Participation grade being lowered, the student being dropped from the program or rescheduled 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 Zoom 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

Standard Grade Scheme to be used:

Grade	Start %	Grade	Start %	Grade	Start %
A	93 - 100%	A-	90 – 92.9%	B+	87 – 89.9%
B	83 – 86.9%	B-	80 – 82.9%	C+	77 – 79.9%
C	73 – 76.9%	C-	70 – 72.9%	D+	67 – 69.9%
D	60 - 66.9%	E	Below 60		

Description of Graded Assignments and Categories.

Assignments are due within 48 hours of assignment or as designated by the instructor. 73% is passing grade to achieve Professional Sales certificate.

- All late assignments automatically receive up to a 50% grade deduction if not submitted before the due date. Deduction is 10% per hour, with maximum 50% grade deduction at 5 hours or more past deadline.**
- Rounding to the next highest grade is the instructor’s prerogative and will only be considered if all assignments have been submitted on time and the student added great value to class discussions and participation.**

Class Participation: 20% To meet expectations, you must complete all assignments, review all online pages, and participate in all classes online. Individual class performance and attendance are vital to the success of this class. Class participation and course platform page and preparation online are tracked in the relevant Learning Management System (LMLS). Refer to the Attendance Policy in the syllabus for requirements and grading. The class participation, online preparation, and attendance are combined. Each class attended earns 10 points. Each student review of all pages in module earns 10 points per module, including student orientation.

Chally Reflection Paper: 5% The results from your Chally assessment will give you the foundation for building your paper. Carefully read the results of your assessment, and thoroughly study the sales profile interpretation reports that match your Chally results. Your instructor will offer to coach on how to successfully interpret your results and read through the best match profile. Study the different sales positions and their competencies. Follow the assignment instructions and answer all the questions. Be thinking about how your strengths align with your life/career experiences up until this point.

Assignments: 55%

1. **LinkedIn and Prospecting Assignment:** LinkedIn Profile for business selling, set up prospect targets using data tools 8pts.
2. **Needs Assessment Strategy Documents Assignment:** first role-play scenario written strategy, part 1, 16 pts.
3. **Salesforce Trailheads** - Salesforce CRM Trailheads, two trailheads and turn in the certificate of completion by Module 11, 8 pts.
4. **Video Taped Needs Assessment Customer Role Play 1-** work through your first role-play scenario needs assessment and set up for prep role-play part 2 of the assignment. Teams of 2 conduct first role-play with the instructor, 16 pts.
5. **Video Taped Needs Assessment Customer Role Play 2** - work on 2nd role-play scenario with the group assigned, presented with your group during Modules 6, 7, 16 pts. 10-minute role-plays, groups of 3-4 observe your group and role during this session, 20pts.
6. **Written Proposal Assignment** - Part one of Proposal Assignment, write proposal role-play, apply customer scenario and presentation mechanics, prepare for 2-person role-play. Write your presentation with your partner for final role-play, due two days before your assigned presentation, 16 pts.
7. **10-Step Personal Branding Assignment.** Complete the 10 Assignment Steps in Module 9 and Enter your LinkedIn Summary and Headline into your LinkedIn profile. Upload the worksheet Word document you created and saved throughout the process of marking up your job postings, extracting key skills language from the text and progressing through the exercise to develop your LinkedIn Summary & Headline copy, 16 pts.
8. **Key Skills Assignment.** (1) Write a summary/intro statement for your resume. (2) Complete and submit a list of your Key Skills, drawing on your Chally results, your “transferable” skills, and your skill analysis from Module 9, 12 pts.
9. **Video Taped Proposal Group Role Play** - Part two of proposal assignment, present proposal role-play, using a custom style and negotiation technique. Student groups are videotaped presenting role-play of customer proposal using assigned customer scenario, 20 pts. **Ten** minutes total per team. Presentations conducted during Module 12,13,14

Resume and Cover Letter Test: 5% Review “Creating Your Resume and Cover Letter” before starting this quiz. You have a 2-day window, which starts the day after the Live Session, to take the test. This test represents 5% of your grade in the Professional Sales Certificate Course. You can only take it once.

Exam: 15%. Multiple choice and one open-ended question, covering the entire course, timed exam in module 14.

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 could make up a one-session suspension through an audiotaped makeup session. The student may be considered for a future month’s sales training program upon approval of the Virtanza 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 Virtanza’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 Virtanza 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 Virtanza 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.

Granting of Credit



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 Certificate](#) 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.

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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 Certificate transcript process with ACE Credit.

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. \$125 Registration fee; in accordance with grace period and other terms of agreement, pay 7% of income over a 2-year period. Maximum is \$5800 or less over a 2-year period.

* 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 Virtanza'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 than 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.

Virtanza 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:

Debbie Holzkamp

President, Founder, Entrepreneur and Virtanza Sales Educator
Virtanza Sales Curriculum, Modules 1,3,5,7, 10, Class Zoom I, II
Syllabus, Class Schedules and Zoom administrator.

- **Background:** Sales executive and leader, led sales organizations of 400-plus staff for large multinational companies, including Freedom Communications, Knight Ridder and Gannett. 32 years of sales/executive experience.
- **Education:** BA, Florida Atlantic University
- **Published:** Virtanza: The Art and Science of Successful Selling for Business-To-Business Sales Professionals
- **Contact:** debbie@virtanza.com, 714-932-2284, 1-888-311-1265

Jim Hymes, Lead Virtanza Instructor

- **Background:** Seasoned sales strategist, performance coach, and entrepreneur. Has worked with Fortune 500, including SAAS, and privately held companies, including Afiliias, in the technology, digital marketing, and sales coaching/training arenas.
- **Education:** BA, University of Notre Dame; MBA, Stephen M. Ross School of Business, University of Michigan
- **Contact:** jim@virtanza.com, 646-265-8611

Bernice Burns, Certified Virtanza Instructor

- **Background:** 30-plus years of experience in advertising and marketing. Former executive at Dow Jones & Company, parent company of The Wall Street Journal, and Vice President of Advertising for the Los Angeles Business Journal.
- **Education:** BA in English from Connecticut College; MBA from John E. Anderson Graduate School of Management, University of California at Los Angeles
- **Contact:** bernice@virtanza.com, 323-610-8370

Ann Kuga, Certified Virtanza Instructor

- **Background:** 35-plus years as a senior-level talent development professional with extensive experience in change-oriented initiatives and leadership/team development for companies that include Panasonic Avionics, Experian and Freedom Communications.
- **Education:** BS, University of Idaho; M.Ed, Idaho State University; Ph.D., Oregon State University
- **Contact:** ann@virtanza.com, 714-329-1290

Michael Gersten, Certified Virtanza Instructor

- **Background:** Sales and marketing executive, 30-plus years of experience selling and managing teams at Andersen Consulting, Ascend Consulting, and others.
- **Education:** BS, Wharton School of Business; MBA, University of Michigan
- **Contact:** mikegers10@gmail.com, 201-709-9237

Ibby Vores, SHRM-SCP, Certified Virtanza Instructor

Curriculum Writer, Communication Consultant

Overall Curriculum Developer, student employment support, writes Virtanza blog.

- **Background:** Senior Certified HR Professional recognized by the Society for Human Resource Management, curriculum developer, writer and editor. 38 years as Communication Manager and Senior Human Resources Manager at the Miami Herald Media Company.
- **Education:** BA in English Composition, DePauw University
- **Contact:** ibby@virtanza.com, 305-302-2749

Ana L. Bidoglio, Certified Virtanza Instructor

- **Background:** Bilingual trainer and coach, Senior Professional in Human Resources (SPHR). Areas of expertise include HR management, employee relations, recruitment, talent, development and organization culture.
- **Education:** BA in Social Ecology, University of California, Irvine; Juris Doctor, Vermont Law School
- **Contact:** albidoglio@gmail.com, 714-330-9155

M.J. Shores, Certified Virtanza Instructor

- **Background:** Award-winning marketing expert, successfully led marketing efforts for firms including top global business schools such as The Wharton School and UCLA.
- **Education:** BA in Economics, Guilford College (Greensboro, NC); BA in History, University of Arizona; MA, Public Policy and Administration, Columbia University
- **Contact:** mjshores100@gmail.com, 310-429-4764

Jim Kempton, Virtanza Instructor

- **Background:** Leadership expertise in corporations, small business and non-profits, sports industry sales and marketing for firms such as Billabong USA and Quiksilver, Inc.
- **Education:** BA, Journalism and Marketing, California Western University; MBA in International Business, United States International University (San Diego, CA).
- **Contact:** JimKempton1@gmail.com , (949) 510- 2861

Katie Marcuzzo, Curriculum Writer, Sales Recruiter, Content Management

Chally Sales Assessment for Students, Overall Curriculum Writer and Editor

Student employment support with resumes, cover letters, emails.

- **Background:** Professional writer and communications specialist with over ten years experience developing comprehensive message strategies for internal and external audiences. Marcuzzo has been able to create job profiles that concisely meet company candidate needs and she utilizes her strong interview techniques in assessing candidates against hiring needs.
- **Education:** MA in Communications, California State University, Fullerton
- **Contact:** katie@virtanza.com, 901-605-9348, 1-888-311-1265.

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
13-Jan-2020	14-Feb-2020	3-Jan-2020	9-Jan-2020	13-Jan-2020	Martin Luther King, Monday, Jan. 20
3-Feb-2020	6-Mar-2020	24-Jan-2020	30-Jan-2020	5-Feb-2020	Presidents Day, Monday, Feb. 17
2-Mar-2020	7-Apr-2020	21-Feb-2020	27-Feb-2020	5-Mar-2020	
4-Apr-2020	12-May-2020	24-Mar-2020	30-Mar-2020	9-Apr-2020	Good Friday, April 10
4-May-2020	5-Jun-2020	20-Apr-2020	27-Apr-2020	7-May-2020	Memorial Day, Monday, May 25
1-Jun-2020	10-Jul-2020	18-May-2020	24-May-2020	4-Jun-2020	4th July, Friday July 3
8-Jul-2020	12-Aug-2020	26-Jun-2020	29-Jun-2020	13-Jul-2020	
3-Aug-2020	11-Sep-2020	24-Jul-2020	27-Jul-2020	6-Aug-2020	Labor Day, Monday, Sept. 7
9-Sep-2020	14-Oct-2020	26-Aug-2020	4-Sep-2020	11-Sep-2020	
5-Oct-2020	13-Nov-2020	25-Sep-2020	28-Sep-2020	9-Oct-2020	Columbus Day, Monday, Oct. 12
2-Nov-2020	8-Dec-2020	21-Oct-2020	26-Oct-2020	5-Nov-2020	Thanksgiving, Thursday Nov. 26