

Center for Sales Leadership

**UAB Center for Sales Leadership  
Professional Sales Certificate Application**

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**Applicant Information**

Please complete all required fields. Incomplete applications may not be considered.

**Name:** \_\_\_\_\_ **Student ID:** \_\_\_\_\_

**UAB Email Address:** \_\_\_\_\_

**Local Address:** \_\_\_\_\_

**City / State / Zip:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_

**Permanent Address:** \_\_\_\_\_

**City / State / Zip:** \_\_\_\_\_

**Major:** \_\_\_\_\_ **Minor:** \_\_\_\_\_

**Second Major or Minor (if applicable):** \_\_\_\_\_

**Expected Graduation Date:** \_\_\_\_\_

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**Professional References**

Provide contact information for three professional references (e.g., UAB faculty, staff, employers, or internship supervisors) who can speak to your academic abilities, sales interest, and leadership potential.

Name	Relationship	Email	Phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## Center for Sales Leadership

### Application Components

Submit the following materials to complete your application:

- **Resume:** Upload a current resume highlighting academic achievements, sales-related coursework, extracurricular activities, internships, employment, and leadership experiences.

**Upload Resume:** \_\_\_\_\_

- **LinkedIn Profile URL:** Provide a professional LinkedIn profile link (e.g., linkedin.com/in/yourname).

**LinkedIn Profile URL:** \_\_\_\_\_

- **Professional Statement (300 words max):** Address the following:
  - Your career goals in sales, specifying industries of interest (e.g., healthcare, technology, finance).
  - Your long-term career aspirations (e.g., sales manager, entrepreneur).
  - Any prior sales-related experience (e.g., job, internship, shadowing experience).

**Upload Professional Statement:** \_\_\_\_\_

- **Video Submission (2-minute maximum):** Submit a video answering: "Why should I be admitted to the UAB Sales Center Professional Sales Certificate Program?" Provide a video link (YouTube, Google Drive) or email the file to **kcraig@uab.edu**.

**Video Submission Link:** \_\_\_\_\_

- **Supplementary Materials (Optional):** You may submit additional materials such as awards, certificates, or past sales experiences to strengthen your application.

**Upload Supplementary Materials (Optional):**  
\_\_\_\_\_

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### Eligibility Requirements

Applicants must meet the following criteria:

- **Academic Standing:**
  - Minimum **overall GPA of 2.50** on a 4.0 scale (must maintain a **3.0 GPA** in program courses).
  - Must be a **sophomore or higher** at UAB.
- **Professional Engagement:**
  - Demonstrated interest in sales through coursework, extracurricular activities, internships, or employment.
  - Active or planned involvement in professional organizations (e.g., AMA, sales clubs).

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- **Technical Proficiency:**
    - Basic familiarity with **Salesforce**, **HubSpot**, or similar sales technology (entry-level knowledge is acceptable).
    - Access free training through **Salesforce Trailhead**, **HubSpot Academy**, or UAB workshops.
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### Application Deadlines

Term	Priority Deadline	Final Deadline	Decision Notification
<b>Fall 2025</b>	March 1, 2025	April 15, 2025	May 15, 2025
<b>Spring 2026</b>	September 1, 2025	October 15, 2025	November 15, 2025

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### Submission Instructions

- Complete this form and attach all required materials.
  - Submit electronically via email to **Kristen Craig at [kcraig@uab.edu](mailto:kcraig@uab.edu)**, or deliver a hard copy to **Kristen Craig, Room 257, Collat School of Business (CSB)**.
  - Include your video submission link or file in the email.
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### Next Steps

- Selected applicants may be invited for a **structured interview** with faculty, Advisory Board members, and current students.
  - Admission is competitive, based on the following criteria:
    - **Academic Performance (20%)**
    - **Essays & Video Submission (40%)**
    - **Interview Performance (40%)**
  - Admitted students will receive a personalized admission letter and join a **cohort-based learning experience** for hands-on learning and networking.
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### Program Overview

Upon admission, students will:

- Participate in a **cohort of 12-15 peers** for collaborative learning.
- Complete **required coursework**:
  - **MK 330**: Professional Selling
  - **MK 423**: Trends in Professional Selling
  - **MK 425**: Advanced Sales
  - **One industry-specific course (3 credit hours)**

## Center for Sales Leadership

- Engage in **bi-monthly role-plays, case studies, and networking events**.
- Gain **experiential learning** through at least **one internship** and **two professional development workshops**.
- Maintain a **3.0 GPA** in program courses.

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### Contact Us

For questions, contact:

**David Wilson, Director, UAB Center for Sales Leadership**

Email: **[dwilson705@uab.edu](mailto:dwilson705@uab.edu)**

Phone: **205-541-8500**

Address: **710 13th St. S., Birmingham, AL 35233**