ARA CERTIFIED SALES

Rental *Pros* ~~Staff~~

The ARA Certified Sales program is designed for employees responsible for customer interactions, digital marketing, and more. Employees well-suited for this track include sales staff, customer service representatives, and office managers.

The ARA Certified Sales program can be purchased on RentalU, at **www.ARArental.org/RentalU**. Certify your employees and increase the value they provide to your customers. Enroll Today!

Online training course modules include:	
1	Advanced Principles of Service
2	Introduction to Sales
3	Inside Sales
4	Outside Sales
5	Introduction to Marketing
6	Digital Marketing
7	Consumer Behavior
8	Marketing in the Equipment Rental Industry
9	8 Additional Industry Sales Courses
10	Communication Beyond Words
	Cost: $499