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**Live Webcast: April 29, 1:00 p.m. EST****Building Great Sales Divisions, Grooming Top Sales Performers for Executive Leadership**

*University Alliance Hosts Live Webcast to Introduce University of San Francisco Online's New Sales and Sales Management Certificate Program*

**Tampa, Fla. -- (April 22, 2008)** – It's a common problem faced by growing companies large and small: how to build great internal sales divisions and groom top performing sales people for positions in sales management and executive leadership. To address this need, University Alliance has partnered with the University of San Francisco Online to develop an online Master Certificate Program in Sales & Sales Management. On April 29 at 1:00 p.m. EST, University Alliance will conduct a live webcast to introduce the program and offer attendees the opportunity to learn more about it by interacting directly with the faculty who will be teaching the courses.

The 30 minute session, conducted by Scott Bush, President and CEO of Bredison and Associates and one of the developers of the program, will provide an overview of the Sales & Sales Management certificate. The program covers today's most sought-after topics in three eight-week courses: Expert Selling, Transitioning to Sales Management and Expert Sales Management. Taught by instructors who have reached the top of their game in sales and sales management, these courses are backed by the University of San Francisco's Masagung Graduate School of Management and the McLaren Undergraduate College of Business.

**Event Details:**

Date: April 29, 2008

Time: 1:00 – 1:30 p.m. EST

Fee: Complimentary

Registration:

<https://universityalliance.webex.com/universityalliance/onstage/g.php?t=a&d=682404647&SourceId=3>

## **About University Alliance Online**

[The University Alliance \(UA\)](#) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments – making UA the largest facilitator of e-learning in the country. University Alliance partners include [Villanova University](#), the [University of Notre Dame's Mendoza College of Business](#), [Tulane University's Freeman School of Business](#), [Thunderbird School of Global Management](#), the [University of San Francisco](#), the [University of South Florida](#), [Florida Institute of Technology](#), [The University of Scranton](#), [Dominican University](#) and [Jacksonville University](#).

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