



Schulich
School of Business
Executive Education Centre

UPCOMING PROGRAM DATES

March 13 - November 2, 2017

12 class days over 8 months
+ 10 hours online

Masters Certificate in **Professional Sales**

Achieve breakthrough performance

New
Program!

Program Insights Include:

Connect to decision makers and overcome silos by helping your contacts connect to their people internally.

Gain client trust by developing insightful solutions that help them take advantage of opportunities or eliminate problems.

Go beyond features and benefits to become a valuable resource to clients who already have unprecedented access to information.



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Does it feel like selling today is harder and more complicated?

There's a good reason for that. It is.

There is an **undeniable transformational shift occurring** in the VUCA (volatile, uncertain, complex and ambiguous) world of business today. The evidence is clear – since 1955, 89% of the biggest and best Fortune 500 listed companies have come and gone! Welcome to the new sales reality. **Disruptive demographic, competitive, and technological changes are rendering everything sales professionals thought they knew about doing business obsolete.** Surviving and thriving requires an overhaul of one's personal processes and approach.



The key: change *how* you sell, not what you sell.

Just like you, your clients are scrambling to keep up with the new world of business. But they're also more empowered than they've ever been before. **Technology has created a more savvy and insightful buyer with increasing demands on suppliers and the salespeople they interact with.** An abundance of online information and data at their fingertips means clients are not interested in hearing talk about brochures or websites. That's why in-person relationships are more, rather than less important in today's environment.

Focus on the client's big picture, not the deal.

But not just any kind of relationship. It's no longer "business as usual" relying on traditional sources of competitive advantage like knowing one's product and being personable. Sales people need to be authentic, transparent, and **bring value to clients by understanding their environment and situation to ultimately share insight that will impact their business beyond just offering a product or service.**

By having meaningful conversations and connecting in these more powerful "business unusual" ways, sales people will drive greater results for their clients — **forging lasting, trusted adviser relationships and ultimately winning profitable new business.**



Masters Certificate in Professional Sales

Simply put, the *Masters Certificate in Professional Sales* has been designed to **boost sales professionals up to breakthrough performance** in today's marketplace.

The program will give attendees a new framework to understand their role, and the ability to connect with clients outside of the traditional points of contact. **They will develop the confidence, credibility and skills to go higher, wider and deeper in their accounts** to find new opportunities for lucrative new relationships.

Participants will learn how to **differentiate themselves in the eyes of their customers by engaging with them in new ways** – leveraging insights into their business to offer valuable, trusted solutions.

The program will furnish **business-to-business sales people from any sector with the tools, techniques, and knowledge for personal best success** in the profession of sales, today and in the future.

Do you Specialize in B2C Sales?

While the *Masters Certificate in Professional Sales* is aimed primarily at business-to-business sales professionals, **business-to-consumer sales people will also benefit from learning the behaviours, best practices, and attributes of top performers which are taught in the program.**

Taking the following **four** modules from the main Masters Certificate will result in participants receiving a

Certificate in Business-to-Consumer Sales:

- Always Be Connecting
- Never Be Closing
- Social Selling Mastery™
- Personality Dimensions

Taking the following **five** modules from the main Masters Certificate will result in participants receiving a

Certificate in Business-to-Consumer Sales Excellence:

- Always Be Connecting
- Never Be Closing
- Social Selling Mastery™
- Personality Dimensions
- Presentation Skills for Sales Professionals

Overview of Course Modules

MODULE 1: March 13, 2017

Always Be Connecting

Evolve your role as sales person from information provider/persuader/order-taker to that of connector. Acquire the skills to help guide your clients to bring about action that will make things easier by addressing their business opportunities and challenges.

MODULE 2: March 14 - 15, 2017

Intelligent Prospecting

Learn to stop the unproductive numbers game that trains buyers to tune out. Shift instead to an intelligent, often counter intuitive, approach that incorporates three core principles: focus, contribution and leverage.

MODULE 3: April/May 2017

Social Selling Mastery™ (10 hours online)

Between 57% to 70% of the buying journey today takes place online before buyers engage a sales professional. Participants will learn where they should (and shouldn't) focus their attention online to stay relevant instead of engaging in random acts of social.

MODULE 4: July 6 - 7, 2017

Never Be Closing

Based on the Productive Selling Model as presented in the book, *Never Be Closing*, participants will learn the skills to go beyond relying on their personality, beyond finding ways to close, and beyond luck to consistently be useful to their clients.

MODULE 5: July 31 - August 2, 2017

Connections – Developing Account Strategy

Learn to develop new, expanded opportunities by shifting from a solution orientation to one that proactively demonstrates business relevance at all levels in a client's decision-making process, connecting offerings to what's important to their business.

MODULE 6: September 12 - 13, 2017

Presentation Skills for Sales Professionals

Quickly master the physical and vocal skills and techniques that add impact, power and presence to your pitch. Participants will also learn the most influential psychological triggers that win trust and build credibility, and how to incorporate them into any presentation.

MODULE 7: November 1, 2017

Personality Dimensions

The ability to be emotionally agile is a keystone for any successful sales person. Develop your ability to quickly and effectively build relationships with clients and understand what motivates their behavior so you can authentically adapt.

MODULE 8: November 2, 2017

Final Presentations

Participants will have an opportunity to present their key learnings and challenges, and receive feedback from peers and career professionals.

REGISTER
NOW

To see detailed program content
or reserve your spot, visit us online:
sec.online/11240





Program Director
Lorella DePieri

Masters Certificate in Professional Sales

Find Out More Today!

Visit seec.online/11240

1. Watch a brief **video introduction** by Program Director Lorella DePieri.
2. Join Lorella for a **free 1-hour online information session**. Once you register, you will be sent your login details.
3. For **program content related questions**, ask Lorella directly:
Tel: 416.736.5079
Toll free: 1.800.667.9380
e-mail: ldepieri@schulich.yorku.ca



Unique Program Features and Benefits Include

- **Comprehensive in scope:** addresses all three skill areas critical for success – *personal development, professional best practices* and *client connection*.
- **A wealth of instructor expertise:** participants will be learning from the top people in the industry – all professionals in their own right.
- **Extensive sharing of ideas and experiences** by participants across sectors deepens and extends learning.
- **Learning is real, interactive and practical:** participants walk away with strategies, tools and tactics they can apply immediately.
- **Green Program!** Receive all program learning materials electronically on a USB flash drive. Please bring a laptop PC or suitable tablet to class. Alternative arrangements can be made upon request.

Registration Details

Masters Certificate Date:

Mar. 13 - Nov. 2, 2017 (12 class days over 8 months + 10 hours online)

Program Location & Time

Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

Sessions run: 9:00 a.m. - 4:30 p.m.

Program Fees:

Full Masters Certificate Program
(all 8 modules, for B2B sales professionals)
\$12,000 CDN + applicable taxes

Certificate in Business-to-Consumer Sales
(Modules 1, 3, 4, 7)
\$5,000 CDN + applicable taxes

Certificate in Business-to-Consumer Sales Excellence (Modules 1, 3, 4, 6, 7)
\$7,000 CDN + applicable taxes

- Fee includes program tuition, teaching materials, lunches and refreshments.
- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable upon notification of acceptance, prior to start of program.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about a convenient tuition payment plan.
- Modules, speakers, topics, dates, fees, and locations are subject to change.

Optional Accommodations

Participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel on the Keele campus. For details please visit the **Contact and Locations** section of our website.

Administrative Inquiries

Tel: 416.736.5079 | Toll Free: 1.800.667.9380
e-mail: execedinfo@schulich.yorku.ca

Participant Profile

If you continue to approach selling the same old way, the pace and extent of change today will put you at a disadvantage. It can render 15 or even 20 years of service the equivalent of one year that's been experienced 15 or 20 times. And worse, **persisting in the old ways will only make your wins scarcer.**

So whether you have one year or 20 years of experience, if you're a **sales professional with account management responsibility and a revenue target to meet**, this program will give you the tools to achieve personal best success.



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To reserve your spot
visit us online today:
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