



**Schulich**  
School of Business  
Executive Education Centre

**NEW!**

Register for  
an Upcoming  
Session:

# Certificate in Professional Sales

*Boost yourself to breakthrough performance in today's marketplace.*

Date TBA  
(+10 hours online training)

**What Participants Say About Other SEEC Programs:**

*"I valued the combination of theory and hands-on application of the strategies provided to us."*

**Jacqueline McAskill,**  
Product Manager  
LCBO

*"The course is well structured with enough material to provide in-depth knowledge, as well as methods to apply the material taught."*

**Sharma Munish,**  
Process Improvement Manager  
Loblaws Companies Ltd.

*"This course will truly help improve the way I manage my team in the future."*

**Karen Leung,**  
Operations Manager  
Shoppers Drug Mart

*"Great content-presented in an easy to understand format with enough challenges/activities to help really bring the message home."*

**Ron Kornblum,**  
Director  
Walmart

**SEEC Moments of Insight 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.



**Register Today / Complete Details**

<http://seec.online/12104>



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# Certificate in Professional Sales

## Program Features

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

Learn to connect with clients in "business unusual" ways to drive greater results

**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.

**How you'll benefit from this program.**

This 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 B2B and B2C 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.**

1. **Comprehensive in scope:** addresses all three skill areas critical for success – personal development, professional best practices and client connection
2. **A wealth of instructor expertise:** participants will be learning from the top people in the industry – all professionals in their own right
3. **Extensive sharing of ideas and experiences** by participants across sectors deepens and extends learning
4. **Learning is real, interactive and practical:** participants walk away with strategies, tools and tactics they can apply immediately
5. **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

## Who Should Attend

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.



*Forge lasting, trusted adviser relationships with clients to win profitable new business.*

## Program Content

### Day 1 - The New ABCs. Always Be Connecting

Evolve your role as salesperson 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.

- Learn what is causing the transformative shift in business today and how to proactively leverage it
- Understand the four competencies required for sales growth
- Learn how to break through the status quo
- Develop self-awareness and self-management skills to create collaborative client connections
- Increase your understanding of why your personal brand is the differentiator in building client relationships

### Day 2 - Get noticed. Gain access. The Smart Approach to Prospecting for New Business in a Busy World

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

- Learn how to work smarter and eliminate frustration
- Focus your prospecting activity on securing faster access and making a bigger impact
- Leverage people, resources and technology to accelerate the sales process
- Create messages that open doors and contribute relevant value
- Place yourself in an advantageous position in the buy cycle
- Learn how to masterfully convert “no thanks” into business intelligence that moves the sale forward
- Understand how to manage “you” to achieve greater sales success
- Develop a personalized access strategy for your #1 prospect

### Day 3 – Collaborative Discovery. Uncover Opportunities for Successful Sales Outcomes

True discovery is about being a student of your customer’s business. It is about developing key insights through the ability to ask good questions, rooted in your business and industry knowledge. In this session, you will explore how to conduct discovery in collaboration with your customer, that will enable you to:

- Understand how credibility and empathy establishes trust in the buying process
- Initiate and demonstrate business relevance through the discovery process
- Determine the right questions that will uncover buyers' needs and motives
- Enhance your listening skills
- Develop a discovery protocol that will create opportunities for you and your clients

### Social Selling Mastery™ Online (10 hours online training over two months following the in-class session)

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. During this self-paced, 10-hour virtual training module, you will learn how to:

- Grow net - new pipeline and revenue with social media
- Open doors faster than traditional forms of communication
- Optimize your social profiles to attract buyers
- Find information using simple tools to spark or nurture a sales process
- Employ best practices for sharing content and insights with prospects and buyers
- Gather intelligence about buyers, prospects and competitors
- Enhance your social media engagement in less than one hour a day
- Find, engage and educate buyers on an ongoing basis

## Instructor Profiles

### **Kerri Corturillo, MEd**

Kerri is an experienced facilitator and sales coach with over 20 years working in B2B sales and sales leadership roles. She has leveraged her sales experience to transform sales cultures and improve outcomes for sales professionals.

### **Michael Taylor**

Michael is Program Director for the Centre of Excellence in Sales Leadership at the Schulich Executive Education Centre, in addition to being a senior partner with The Poirier Group, a management consultancy company. Michael brings to bear more than 25 years of strategy and business development experience for major corporations in Canada.

### **Jill Harrington**

Jill, president of salesSHIFT, helps sales people maximize results with practical sales strategies. She has held executive and sales leadership positions in national and global performance improvement companies, and is a respected speaker/trainer/author on the subject.

### **Amar Sheth**

Amar is a principal at Sales for Life, a firm focused on pushing the boundaries of social selling in the B2B sales landscape. He focuses on bridging the gap between social media business goals and execution.

**Get the whole picture.**

Preview complete course content and instructor bios online.

**Complete Details / Register Today**

<http://seec.online/12104>



*Learning shouldn't stop at the end of your formal education in high school, college or university.*

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

**All SEEC Programs Feature:**

**Just-in-Time Learning for Immediate Application**

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

**Advanced Curriculum Structure**

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

**Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

**Risk-Free Learning**

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



**A Lasting Memento**

Participants receive a handsomely-framed Certificate of Course Completion.



**Upcoming Sessions & Locations**

**Date TBA**

(+10 hours online training over two months following the in-class session)

Location: TBA

Tel: 416.736.5079

Programs run 8:30 a.m. - 5:00 p.m. each day.

**Program Tuition & Registration Details**

**Program Tuition:** TBA + applicable taxes.

This includes instruction, all seminar materials, lunches, refreshments but not hotel accommodations.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

**Optional Accommodation**

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at the Nadal Management Centre). For details, please visit the **Contact and Locations** section of our website.

**Contact Us**

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [excedinfo@schulich.yorku.ca](mailto:excedinfo@schulich.yorku.ca).

