



ONLINE PROGRAM

# Winning Sales Strategies

July 15 - August 16, 2019  
October 1 - November 1, 2019  
• 5 online modules over 5 weeks



**Learn proven client communication skills and sales development approaches used by forward-thinking sales professionals.**

Using a convenient centralized learning management portal, participants will acquire the knowledge, skills and insight to drive outstanding sales results and business growth with advanced account management techniques. They will also learn to increase their job revenues by applying unique selling techniques in all their everyday transactions.



**Online program learning features:**



Interactive, engaging eLearning modules and pre-recorded mini-lectures



Apply your learning between modules to get the instructor's comments



Engage in guided and free form discussions with your fellow participants



Upload video of yourself practising the techniques and get personalized feedback



**Schulich**  
School of Business  
Executive Education Centre



**Register Today / Complete Details**

<http://seec.online/12216>





Online Program

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**T**his program is a **truly innovative** guide to what account managers, sales leaders and small business owners must do to engage clients, think on their feet, make fast decisions and generate profitable sales. It will build your revenues by illustrating that achieving sales is not mysterious, and that anyone can learn to be **successful, dynamic and indispensable** to their customers. Participants will be able to immediately apply the skills they learn in daily sales work environments.

See complete details and register now at: [seec.online/12216](https://seec.online/12216)

## What you will learn

- Apply selling and clientship tactics to build new account sales and strengthen relationships with existing clients
- Expand business relationships into new product and service areas
- Identify and close account service and relationship gaps
- Master effective, persuasive client communications and presentation techniques
- Demonstrate account leadership skills and behaviours that cement relationships
- Understand your customer's profile and communicate in their preferred style
- Organize your account interactions to maximize productivity
- Control problems with an advanced conflict resolution process

## Who should attend

If you want to develop powerful, profitable relationships with new and current customers, especially in complex environments with diverse selling cycles, this program is for you. It will especially benefit:

- Account- and client-facing leaders at the national, regional and territorial levels
- Business owners and business development specialists
- Product managers overseeing complex projects, services and account relationships



### Winning Sales Strategies

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#### Program Structure

- Five online modules over five weeks
- Access through a convenient centralized learning management portal
- Your learning management portal account will be active for an additional 4 weeks after the course ends

#### Time Commitment

- Recommended: 2-4 hours per week (online eLearning modules are released approximately weekly)

#### Technical Requirements

- A current email account
- Use of a computer and internet access in a modern browser
- Adobe Reader for PDF documents

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# Winning Sales Strategies

## e+ Program Content

### Principles of Selling

- Strategic behaviour and practices of sales leaders
- Solving complex client problems
- What is client wisdom and how can you get it?
- Becoming an invaluable part of your customer's operations
- Understand your customers via typical profiles
- How to get the clientship relationship working for your business

### Differentiate Yourself as a Sales Leader

- Your communication style: does it work for every client?
- Key account sales behaviours
- How key account management sales leaders organize their thoughts
- Being more effective in half the time
- Coaching your customer
- Owning the relationship
- Key drivers of customer loyalty

### Mastering Verbal Communications

- How sales leaders speak and get heard
- Telling a story
- Listening: the secret weapon for high-yield selling
- Moving from telling to selling
- Verbal styles to achieve business success
- How sales leaders define customer issues
- Using account service gap analysis
- Review customer profiles and who to focus on
- Challenges in customers' and prospects' definition of value

### Advanced Client Strategy

- What are the guiding principles of being client-centric?
- What would you have to do to get all your clients' business?
- The added value you must provide
- Collaborative selling: a targeted strategy
- How to make collaborative selling work
- Practicum via sales presentation

## Instructor Profile



**Sanjay J. Dhebar, MBA,** has a diverse background that includes various commercial management roles for both start-ups and established health-care companies. Prior to that, he worked at a Toronto-based advertising agency. In addition to facilitating programs at SEEC, and teaching in the Graduate program at Schulich, Sanjay also does customized work for a number of Fortune 500 clients. He draws from his decade-long international teaching experience, his expertise, and his high-energy approach to develop cutting-edge experiential curriculum.

# The Program Difference

## Personalized learning that puts you at the centre of the experience

In designing our e+ Programs, we consulted extensively with past course attendees, program instructors and instructional design experts to ensure we developed the most effective online learning possible. The result is the most efficient way for participants to learn and apply the concepts to their real-world challenges.



An enriched learning environment which features meaningful interactions with instructors and peers for networking, sharing, collaboration and exchange of opinions and ideas.



Enhanced flexibility and convenience associated with 24/7 access from anywhere, on any device.



Higher retention rates and deeper engagement through self-paced learning and revisiting material as required.



Delivery over an extended timeframe allows learning to be applied to daily work challenges between modules, creating opportunity for discussion and feedback.



Programs draw on SEEC's expert faculty and extensive experience developing courses across a wide range of business areas of interest.



Instructional methodology that is specifically designed to go beyond delivery of knowledge to develop your capability through a focus on application of the concepts.



### **Certificate of Course Completion**

Participants who complete all quizzes and assignments will receive a Certificate of Course Completion, suitable for framing, as a lasting memento of their educational experience.

## **The Schulich Executive Education Centre**

The Schulich Executive Education Centre is a strategic enterprise unit of the Schulich School of Business at York University in Toronto, Ontario, Canada.

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. Our role within the business school is to provide lifelong learning to allow professionals and executives to continue to develop their skills long after their full-time education has been completed and they are in the work force.

### **Just-In-Time Learning**

Featuring Canada's most extensive portfolio of business programs, our experiential approach to teaching provides all participants with the opportunity to quickly develop and fine-tune personal business skills in order to adapt and grow. Executive and Professional Development at Schulich is all about this kind of "just-in-time" learning - learning which is focused, practical and immediately applicable to the skills you need and the task at hand.

### **Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the development and facilitation of the program. Each is a proven educator with excellent communication skills.

### **Rankings**

Recognized business authorities such as The Financial Times, Forbes Magazine, BusinessWeek, The Wall Street Journal and The Economist consistently rank the Schulich School of Business as a global top-tier business school, and the Schulich Executive Education Centre among the top 40 executive education providers around the world.



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Our new e+ Programs feature the convenience of **online learning** with the added benefits of the **in-class experience**

Our e+ programs deliver the comprehensive core material you need to quickly master the topic at hand, and give you the flexibility to learn at your own pace from the convenience of home or office, at times that suit you.

They also allow you to learn and work collaboratively with your peers and instructors through guided and free form discussions and interchanges. The continuous instructor interaction and peer networking bring an added dimension to our e+ programs by enriching your experience in the same ways our in-class programs do.

## Registration Details

### Upcoming Sessions

July 15 - August 16, 2019

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### Program Tuition:

\$895+ applicable taxes. This includes access to program materials through a convenient centralized learning management portal for the duration of the course, as well as for an additional four weeks after the program ends.

### Special Team Savings:

Save \$50 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.

### 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 [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca), or visit [www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca) to live chat with one of our customer support agents.



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