



**Schulich**  
School of Business  
Executive Education Centre

# Certificate in Executive Sales Management

*Gain the knowledge and tools you will need to understand how to lead, coach, align and manage a sales team to drive business goals.*

*This SEEC program will help you:*

Develop or strengthen your teambuilding, management and leadership capabilities.

Drive your sales team to higher productivity and better results.

Lead your market with advanced sales, segmentation and customer retention strategies.



Register for an Upcoming Session:

November 4 - 8, 2019

May 25 - 29, 2020

**Our Participants Say it Best:**

*"Being able to work with not only leading instructors but leading classmates from different industries allowed for an incredible opportunity to expand my business and sales acumen."*

**J. Jaremchuk,**  
Regional Manager,  
Frank Cowan Company

*"The course was a relevant, forward-thinking, and inspirational experience that has provided some insights that will absolutely have a positive contribution to our sales team."*

**D. Finlayson,** Senior Sales Representative,  
Innocon

*"I would recommend this course to anybody who works in sales and business. Through experience and innovative thinking, the amazing teachers and coaches will challenge you. I will implement their ideas in my business."*

**H. Myner,** Director of Sales,  
Ottobock

Register Today / Complete Details

<http://seec.online/12387>



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# Certificate in Executive Sales Management

## Drive your sales organization to success.

Today's sales managers recognize that their job has **evolved well beyond motivating and managing a sales force to building strategic sales processes that support business objectives**. To deliver revenue and profit growth, your organization needs flawless execution at the customer level and strong leadership at the employee level.

**Achieving strategic business and revenue goals** requires the sales manager to deliver situational leadership, team alignment and accountability, effective performance coaching, and a proper focused sales management process. By reinforcing these core competencies coupled with a disciplined customer driven approach, your organization can position itself for competitive success.

The Schulich Executive Education Centre presents an intensive program to hone your skills to build a high-performance sales team through this Certificate in Executive Sales Management.

### Key Program Benefits

- **Improve your skillsets** in situational leadership, coaching for performance, active listening, operational sales process excellence and executive conversations
- **Learn from Canada's industry leading** executive sales and business leaders
- **Lead your market** with advanced sales management models and techniques, integrated sales plans and the latest in customer retention strategies

Achieve maximum productivity and sales force stability.

## What You Will Learn

1. Develop the **high-performance leadership skills** required to drive a high-performance sales organization
2. Discover a **proven strategic framework** that will help you manage your team's sales and performance targets, and improve customer satisfaction
3. Enhance efficiency by **adopting leading-edge Customer Relationship Management** strategies
4. Understand how to utilize today's most advanced **social selling** tool set to drive your pipeline and revenue
5. Leverage your EQ to **improve performance, strategic thinking and leadership**

## Program Features

- 5 well-rounded days of learning that **cover key aspects** of sales management, leadership and strategy
- A wealth of expertise delivered by **prominent sales experts and business leaders**
- Collaborative learning lets you **share experiences and knowledge** with other sales experts and professionals

## Who Should Attend

- Experienced sales executives, directors and vice presidents
- Sales managers at the regional, national and international levels
- Front-line sales managers with at least two years of management experience
- Non-sales general managers and business owners who are responsible for sales force performance and policies

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*Examine the essentials of leadership, teambuilding and sales force management.*

# Program Content

## DAY 1: Managing Yourself

### **Situational Leadership**

- Helps managers assess their natural leadership style and know what they need to modify to most effectively lead others to drive performance
- Provides managers with a practical framework that helps diagnose gaps in sales rep performance

### **Partnership Coaching**

- Helps managers know when to coach and when to mentor
- Provides them with a coaching framework that focusses on mindset, skillset and process
- Allows them to develop effective coaching skills to improve the skillset of employees to drive increased performance and engagement

## DAY 2: Managing Others

### **Delegation with Development**

- Helps managers understand the benefits of delegating for their employees and their organization
- Helps them identify who they should delegate to and what they need to consider
- Provides a framework for what should and should not be delegated

### **Managing the Generations and Diversity**

- Ability to identify the different generations in the workplace
- Managers will understand the characteristics of each generation and what motivates them and the strengths they bring to the work place
- Managers will learn ways to attract/engage and retain each generation they manage and interact with

### **Team Effectiveness**

- Helps managers understand that successful teams become stronger when members learn to work together
- Provides managers with a framework for overall team effectiveness
- Helps managers create an environment that is collaborative, fosters teamwork, openness and high employee morale

## DAY 3: Managing Teams

### **ABC's of Sales Management**

- Gaining alignment and commitment
- Holding reps accountable to success
- Assessing a candidate's fit for the role and selecting the best person for the job
- Retaining Top Sales Performers through effective career conversations
- Keeping your top performers engaged

## DAY 4: Managing the Business

### **Sales Management Process**

- Learn the value of a Sales Management Process (SMP) for operational excellence
- Understand what is a disciplined and effective SMP

### **CRM and Optimizing Client Intelligence**

- Understanding the value of effective Customer-Relationship Management (CRM) to the organization, the Sales Manager and the customer
- How client intelligence delivers competitive advantage

## DAY 5: Managing Your Customer

### **Exploring Social Selling Mastery**

- Understand the value of social media in today's business development
- Learn practical tips and techniques to attract buyers on social media

### **Executive Conversation**

- Understanding how to execute high level executive interactions with your customers
- Deliver effective and tailored conversation for maximum impact.

### **Integration and Wrap Up**

- Integration of key learning and developing a 30/60/90-day action plan
- Determine next steps to accelerate your salesforce's performance based on classroom learning

# Instructor Profiles

### **Michael Taylor, Program Director**

Michael is Program Director for the Centre of Excellence in Sales Leadership at the Schulich Executive Education Centre, as well as 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.

### **Leanne Elliott**

President of Lightbulb Learning. Leanne is dedicated to helping companies deliver better results by developing the Leadership skills of their people. Areas of expertise include coaching, facilitation and program development.

### **David McBride**

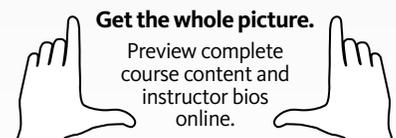
Dave's experience includes over 20 years with Xerox as an experienced business executive with an extensive background in building sales capability, leadership development, talent and culture, succession planning, change management, and employee and industrial relations.

### **Paul Romanchych**

Paul is a former VP of Sales in the Canadian Telecom market with deep expertise in sales, distribution and general management. Industry instructor in CRM, Professional Selling, Sales Management, Contact Center Management and executive organizational change.

### **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. Amar focuses on helping bridge the gap between social business goals and execution.



**Complete Details / Register Today**

<http://seec.online/12387>

Tel.: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)



*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**

**November 4 - 8, 2019**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

**May 25 - 29, 2020**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

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

**Program Tuition & Registration Details**

**Program Tuition:** \$4,995 + applicable taxes.

This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations. A deposit of \$800 CDN is required to secure your place in the program.

**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 \$800 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at [seec.online/FAQ](http://seec.online/FAQ). 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 area partner hotels (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 [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca).