

Grow your career.
Level up for the future.

Winning Sales Strategies

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



Schulich
School of Business
Executive Education

YORK U



Winning Sales Strategies

This 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.

Grow your career.

Level up for the future.



5 online modules over 5 weeks



Book this program [online](#)



Winning Sales Strategies

Acquire the knowledge, skills and insight to drive outstanding sales results and business growth with advanced account management techniques in this professional sales training program. It is an online executive sales training program that provides you with a truly innovative guide to what account managers, salespeople and small business owners must do to engage clients, think on their feet, make fast decisions and generate profitable sales.



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Program Highlights



5 Modules

Over five weeks



Online

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



Interactive

Engaging eLearning modules and pre-recorded mini-lectures



Networking

Engage in guided and free form discussions with your fellow participants

Program Faculty



**Sanjay J. Dhebar,
MBA**

Sanjay is a highly-rated faculty member at Schulich ExecEd. He coaches and develops senior leaders in organizations including Four Seasons Hotel, Siemens, Hoffman La Roche, TD Bank, NN Group, Mercedes Benz, Samsung, Teva, and Sick Kids Hospital. He uses the 'case study' methodology in his teachings drawing on best practice approaches across sectors. Sanjay has developed a respected process and practical approach called "The Business Workout", which enables business leaders achieve better performance and success.

Sanjay is an adjunct member of faculty at the Schulich School of Business and the University of Salzburg Business School in Austria. Sanjay's teaching focus includes sales, marketing and strategy. Building on his decade-long international teaching experience, and his expertise in developing cutting-edge experiential curriculum design, Sanjay has partnered with different universities to re-evaluate their pedagogy and enhance their new programs with current best practices including flipped classroom and online learning. In 2019 and 2020, Sanjay was nominated for a Schulich teaching excellence award as a top Faculty member.



I enjoyed the close interactions with fellow colleagues and the professor. I liked how we got to apply skills learned in class to the variety of daily operations. It was particularly useful because of how fast I could apply these new concepts and immediately receive better results.

- Lily Chen



Program Content



Principles of Selling

- Strategic behaviour and practices of salespeople
- Solving complex client problems
- What is client wisdom and how can you get it?
- Becoming an invaluable part of your customer's operations

Differentiate Yourself as a Sales Leader

- Your communication style: does it work for every client?
- Key account sales behaviours
- How key account management salespeople organize their thoughts
- Being more effective in half the time

Program Content



Mastering Verbal Communication

- How sales people 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

Advanced Client Strategy

- What are the guiding principles of being client centric?
- What would you have to do to get all your clients' business?
- Understand your customers via typical profiles
- How to get the Clientship relationship working for your business

Program Content



The Winning Sales Methodology

- Coaching your customer
- Owning the relationship
- Key drivers of customer loyalty Growing Account Sales and Loyalty
- How sales people define customer issues
- Using account service gap analysis
- Review customer profiles and who to focus on
- Challenges in customers and prospects definition of value

Bringing it all Together

- The added value you must provide
- Collaborative selling: a targeted strategy
- How to make collaborative selling work
- Practicum via sales

Who Will Benefit



Aspiring Leaders

Professionals will gain practical sales techniques and efficient communication skills to advance to leadership roles in a variety of industries, including sales, general management, business development, accounts and marketing.

Completion **Benefits**

After completing the Winning Sales Strategies program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Foundational Badge

Signifies that you've gained information and insight into new skills.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

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.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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