



Schulich
School of Business
York University
Executive Education Centre

Jointly presented by:



Canadian Professional
Sales Association



Executive Program IN Sales Management

TORONTO

Attend Canada's most successful executive development course for sales leaders.

Celebrating a 10-year learning partnership with the Canadian Professional Sales Association.

2012 Program Dates

(Convenient 5-Day Learning Format)

May 7 - 11, 2012

October 15 - 19, 2012



Executive Program IN Sales Management

Convenient 5-Day Format

Spring Session: May 7 - 11, 2012

Fall Session: October 15 - 19, 2012

Drive Your Sales Organization to Success with the *Executive Program in Sales Management*

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

Therefore, **achieving strategic business and marketing goals requires focused sales and customer plans.** By introducing a disciplined customer driven approach of 'understanding-creating-delivering-managing' customer value, any organization can position itself for competitive success.

The **Schulich Executive Education Centre, in partnership with the Canadian Professional Sales Association,** presents an intensive program to hone your skills to build a solid, high-performance sales team through this *Executive Program in Sales Management.*



The Executive Program in Sales Management

2012 Toronto Program Dates

Module Dates

Day 1:

- Program Kick-Off
- Strategic Framework for Sales Success
- Identifying your Sales Organization's Current State and Improvement Opportunities
- Identifying Three Key Drivers of Sales Success

Spring
May 7, 2012
Fall
Oct. 15, 2012

Day 2:

- Critical Thinking and Problem Solving
- Making a Leadership Difference in Sales

Spring
May 8
Fall
Oct. 16

Day 3:

- Competitive Market Analysis
- Customer Relationship Management

Spring
May 9
Fall
Oct. 17

Day 4:

- Sales Leadership Behaviours
- Effective Communication Styles for Leaders

Spring
May 10
Fall
Oct. 18

Day 5:

- Developing Sales Plans at Division/Geographic/Segment Level
- Implementing Customer Plans
- Tools to Enhance Sales Force Performance
- Group Work to Reinforce Classroom Learning

Spring
May 11
Fall
Oct. 19

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Canadian Professional Sales Association

MESSAGE TO CANADIAN SALES AND BUSINESS LEADERS

Successful sales organizations don't happen by accident; they are the direct result of strategic management and innovative leadership. It was with this belief in mind that we developed our *Executive Program in Sales Management*. Today, through the many upheavals of industry, this singular truth continues to resonate and our curriculum remains as relevant as ever.

For five intensive days, you and other executives from top sales organizations across North America will explore the latest developments in sales management and map out innovative sales and marketing, and customer service strategies for your organization. You will examine the essentials of leadership, team-building and sales force management – skills that are crucial to achieving maximum productivity and sales force stability in this period of volatile market change.

Attending this program will truly and profoundly alter your perspective of sales management. But most important of all, you will **emerge with the tools and knowledge you need to lead your organization to success.**

We look forward to seeing you at our next session.



Lorella DePieri, Program Director
Centre of Excellence in Sales Leadership



Len Ramsay, Program Director
Centre of Excellence in Sales Leadership



Anne Babej
Chief Operating Officer
Canadian Professional Sales Association

DAY 1: MONDAY

MORNING SESSION

Strategic Framework for Sales Success

KEY COMPETENCIES INCLUDE:

- Role of sales in revenue and profit impact
- Relationship between sales and other functions in delivering revenue and profit
- Critical drivers and linkages on the road to revenue and profit: market segmentation, sales plans, customer plans

AFTERNOON SESSION

Identifying Three Key Drivers of Sales Success

KEY COMPETENCIES INCLUDE:

- Understanding fundamentals of market segmentation
- Frameworks and tools to develop segment and customer value propositions

DAY 2: TUESDAY

MORNING SESSION

Critical Thinking and Problem Solving

KEY COMPETENCIES INCLUDE:

- Determining root causes of problems and generating alternative solutions
- Learning practical techniques of critical thinking
- Applying critical thinking skills to your organization

AFTERNOON SESSION

Making a Leadership Difference in Sales

KEY COMPETENCIES INCLUDE:

- Developing a highly workable action plan for a current business or sales challenge
- Presenting a compelling leadership story
- Integrating learning and consolidating take-aways

IN-COMPANY TRAINING: Please note that any of *Executive Program in Sales Management* modules can be delivered in-company for groups of 10 or more. For more information, contact SEEC at 416.360.8850 or visit www.seec.schulich.yorku.ca.

DAY 3: WEDNESDAY

MORNING SESSION

Competitive Market Analysis

KEY COMPETENCIES INCLUDE:

- Designing and implementing a competitive intelligence system
- The types of competitive intelligence available
- Assessing market information

AFTERNOON SESSION

Customer Relationship Management

KEY COMPETENCIES INCLUDE:

- The buying process from the customer's point of view – a reflection of the selling process
- Customer relationship management tools
- The future of customer relationship management with links to account development and opportunity management

DAY 4: THURSDAY

MORNING SESSION

Sales Leadership Behaviours

KEY COMPETENCIES INCLUDE:

- Understand today's intergenerational workforce and develop a culture that will attract and retain the best
- Recognize your Rep's competencies and adapt your coaching style appropriately for maximum results
- Provide an environment that truly motivates top performers

AFTERNOON SESSION

Effective Communication Styles for Leaders

KEY COMPETENCIES INCLUDE:

- How employee and customer communication styles impact effectiveness and performance
- Recognizing your own style
- How to communicate for success

DAY 5: FRIDAY

MORNING SESSION

Tools to Enhance Sales Force Performance

KEY COMPETENCIES INCLUDE:

- Developing sales plans at Division/Geographic/Segment level
- Developing and implementing customer plans

AFTERNOON SESSION

Group Work and Presentations

KEY COMPETENCIES INCLUDE:

- Segmenting a market
- Developing segment level value propositions
- Identifying attractive customers
- Developing a customer plan

Seminar Wrap Up

- What do I need to do to accelerate my sales force's performance based on classroom learning?



WHO SHOULD ATTEND?

- Experienced sales executives, directors and vice presidents, as well as sales managers on 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

- 1 **Lead** your market with advanced sales and customer retention strategies
- 2 **Strengthen** your team-building and management skills
- 3 **Drive** your sales team to success with the *Executive Program in Sales Management*

PROGRAM FEATURES

- **A well-rounded** program that covers key aspects of sales management
- **A wealth of expertise** delivered by prominent sales experts and highly qualified educators
- **Intimate learning** within a limited class size lets you share experiences and knowledge with other sales experts and professionals
- **World-class** learning environment and accommodations including an on-campus fitness centre

Unite and conquer



KEY PROGRAM BENEFITS:

- Develop the high-performance leadership skills required to **drive a high-performance sales organization**
- Discover a proven strategic framework that will help you **meet your sales and performance targets, and improve customer satisfaction**
- **Enhance efficiency** by adopting leading-edge Customer Relationship Management strategies
- **Custom-design a competitive intelligence and benchmarking system** for your organization
- **Leverage your emotional intelligence** to sell your products and services

HERE ARE YOUR NEXT STEPS...

1 To Register

Visit www.seec.schulich.yorku.ca/epsm (or see Convenient Registration Options on rear panel).

2 To Ask a Question About the Program

Contact The Schulich Executive Education Centre at **416.736.5079**, toll free **1.800.667.9380**, or e-mail exceedinfo@schulich.yorku.ca

SEEC offers free 1-hour online information sessions for select Executive Programs. For dates and to RSVP visit www.seec.schulich.yorku.ca/infosessions

3 For Further Program-Related Information

Visit our website at: www.seec.schulich.yorku.ca/epsm

- see what past participants have to say
- review the instructors and their areas of expertise
- see the list of participating organizations

REGISTRATION DETAILS



CONVENIENT REGISTRATION OPTIONS

ONLINE

www.seec.schulich.yorku.ca/epsm

FAX

You may also **download and print a Registration Form** from www.seec.schulich.yorku.ca/epsm, complete and fax to The Schulich Executive Education Centre at 416.736.5689

MAIL

Mail your downloaded Registration Form to The Schulich Executive Education Centre, The Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, Ontario, M3J 1P3

PROGRAM ENQUIRIES

Telephone 416.736.5079 (1.800.667.9380 toll free)

PROGRAM DATES

May 7 - 11, 2012

October 15 - 19, 2012

The *Executive Program in Sales Management* commences at 9:00 a.m. and ends at 5:00 p.m. on each program date. Seating for each program is limited, please register early.

PROGRAM LOCATION

Executive Learning Centre, Schulich School of Business
York University, 4700 Keele Street, Toronto, Ontario M3J 1P3
Tel: 416.736.5079, Toll Free: 1.800.667.9380, Fax: 416.736.5689

CERTIFICATE OF PROGRAM COMPLETION

You will receive a handsomely framed Certificate of Completion from SEEC. Participants must attend all days of the program in order to receive the certificate.

PROGRAM FEE

- CPSA members: \$4,095 + applicable taxes
- Non-members: \$4,595 + applicable taxes
- Program fee includes full program tuition, teaching materials, refreshments and luncheons.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- For multiple registration discounts from one organization, please contact the Manager, Open Enrollment at 416.736.5079.
- **Convenient tuition payment plans are available. Call 416.736.5079 for details.**

PRE-COURSE READING MATERIAL

You will receive reading material and a daily timetable in advance of the program's start date.

DEPOSITS, CANCELLATIONS, REPLACEMENTS AND TRANSFERS

IMPORTANT: A deposit of \$800 is required to secure your place in the program. Please include your credit card information on faxed or online registrations, or mail a cheque along with your completed program registration.

- If you are unable to attend the program, you may transfer to the next session or your organization may name a replacement candidate. Non-attendance or withdrawal after program start date will incur a full program fee.
- A full refund will be issued for written cancellations received a minimum of 21 days before the program start date. Written cancellations received after this date will incur an administration charge of \$800.

ACCOMMODATIONS

For world-class accommodations at the Schulich Executive Learning Centre Residence, contact 416.650.8300 or visit www.elc.schulich.yorku.ca.

Modules, speakers, topics, dates, fees, locations and applicable taxes are subject to change.



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Executive Program IN Sales Management

WORLD CLASS TEACHING FACULTY

PROGRAM DIRECTOR

Len Ramsay, MBA

Len Ramsay is Program Director for the Centre of Excellence in Sales Leadership. An entrepreneur with experience creating building and selling business, Len has been VP Marketing for a multinational corporation and a champion cyclist. He currently consults in sales effectiveness.

Patricia Bradshaw, Ph.D

Dr. Patricia Bradshaw is an Associate Professor and currently Coordinator for the Organization Studies Area of the School. She does research in change, nonprofit governance and organizational power and politics. Her teaching includes a passion for critical thinking and leadership skills and the use of experiential learning approaches.

David Gibson, MBA, CMC

An expert in business intelligence and competitive research, David has managed competitive analysis engagements for clients around the world over the last 18 years. He is the founder of The Toronto Chapter of Strategic and Competitive Intelligence Professionals and a SCIP Fellow.

Steve McNally

Steve McNally is a consultant with over 20 years of global technology sales & marketing and corporate development experience. Steve was a pioneer in networked sales situations from before the internet, and as one of the co-founders of The TAS Group, saw the promise of scalable technology reinforced solutions to legacy industry issues around sale effectiveness, and has helped to make that vision a reality.

Joseph Sherren, CSP, HoF

Joe Sherren is a speaker, trainer, executive coach and national bestselling author who has been motivating and building skills with leaders and managers for over 25 years. Joe works with leading organizations from around the world to maximize performance in the areas of leadership, customer loyalty, team development, communication skills, ethics and strategic planning.

Ajay Sirsi, Ph.D

One of Canada's most experienced strategic marketing researchers, Ajay consults and teaches globally in the field of business-to-business marketing and sales, strategic pricing and branding. His research is regularly cited in professional publications, and he is the author of three books, including – *Marketing: A Roadmap to Success* and *Marketing Led Sales Driven: How Successful Businesses Use The Power of Marketing Plans and Sales Execution to Win in the Marketplace*.

To **REGISTER** for an upcoming session, see our **CONVENIENT REGISTRATION OPTIONS** at left.

For **FURTHER PROGRAM-RELATED INFORMATION**, see **YOUR NEXT STEPS** on page 3.