

#1 in Canada for
Open Enrolment
THE FINANCIAL TIMES 2020

Become a strategic partner by maximizing revenues and organizational value.

Sales skills are more important than ever as your customers' needs are changing rapidly. Rotman has partnered with the Canadian Professional Sales Association to offer Enterprise Sales Management, a four-week online program that will help you develop the skills to evolve into an indispensable strategic partner who can reduce competitive threats, strengthen client retention, and maximize the return generated from time invested in managing multiple accounts.

We take an analytical approach to sales. Over the course of the four weeks, you'll learn how to build strategies with key clients based on the value they seek, whether it is stated outright or not, calculate probable returns on investment, build strategies to maximize it with key accounts, and conduct a detailed analysis of the relevant market segments using five separate criteria.

Flexible Learning Design during COVID-19

Don't feel alone while you learn online. We've designed this program to respect both the current challenges of working from home while maintaining and building connections with a class of your peers across different industries and organizations. You'll still gain the networking and learning benefits of our in-class programs while learning from the comfort of your own home with a schedule adapted to your current needs.

How you'll learn

Over eight weeks you will:

- » Build a detailed annual business review
- » Develop a detailed profile of one of your key accounts and build a strategic plan to optimize efficiency and effectiveness for it
- » Selectively identify and target key accounts to approach for new business development based on a matrix rating of their attractiveness vs the value you have to offer

Once you have successfully completed the program you will receive a certificate of completion from the CPSA as well as Rotman. The program is directly aligned to meet full educational requirements for the Certified Sales Associate (CSA) designation offered by the CPSA Institute.

I need this program because:

- » I want to strengthen my organizational contributions and influence for maximum results
- » I am a "people person" but I want to be more strategic and analytic in my approach to sales
- » I want to close the gap between sale projections and results by more efficient use of my time

In partnership with the Canadian Professional Sales Association, all participants (non-CPSA members) will receive a free 1-year membership to the CPSA. We will share your contact information with the CPSA in order to facilitate your free 1-year membership. Current CPSA members can save 10% off the program fee. Alumni of Rotman's Sales Strategies for Non-Sales Executives can save 15% off the program fee. Discounts cannot be combined.



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

**2.5 hour live session + 4-5
hours of self study over 4
weeks**

Real-time virtual sessions to
accommodate work/life
balance during COVID-19

Program Fee:
\$2,250 CAD + HST

Questions?

Contact Associate Director
Sharon Doopan at 416.578.4952

Schedule

Each week includes a 2.5 hour live virtual session (6:30-9:00 pm EDT) + 4-5 hours of self study and course work

» Week 1	» Building Blocks
» Week 2	» Strategic Account Management
» Week 3	» Strategic Key Account Sales Process
» Week 4	» Final Assignment & Course Wrap-Up

Subject to change