

Selling Strategies for Non-Sales Executives

Rotman

#1 in Canada for Open Enrolment
THE FINANCIAL TIMES 2020

Build the skills you need for sales success.

Whether your role is in sales or not, it is incredibly important for leaders and executives to deeply understand sales strategy. Join non-sales leaders like yourself for an eight-week online training program in partnership with the Canadian Professional Sales Association and build your consultative selling skills.

Selling Strategies for Non-Sales Executives will help you gain the critical knowledge needed for success. You'll walk away with the ability to gather meaningful market and client intelligence, develop relationships across a broad spectrum of personas, and propose custom solutions to address the business challenges and goals of your clients.

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

This dynamic real-time virtual program includes a mix of readings, videos, peer discussions, personalized assignments, and weekly discussions. You will be expected to commit 4-5 hours of study a week to the program.

Over eight weeks you will:

- » Learn your strengths, weaknesses, and personality type so you can thoughtfully take them into account
- » Learn how to better leverage your sales team
- » Create and manage a successful sales funnel to effectively move accounts from market to customers
- » Learn to prepare for and execute prospecting calls that overcome potential objections and lead to in-person sales visits

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 have a talented sales team but their results don't match their capabilities
- » I want to be able to make sales myself as well as guide and coach my team
- » We need to update and refine our strategies for the new business normal

This program is designed for entrepreneurs, managers, and directors who want to better engage their sales teams and deliver results.



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.

2.5 hour live session + 4-5 hours of self study per week for 8 weeks

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

Program Fee:
\$1,950 CAD + HST

Questions?

Contact Associate Director
Sharon Doopan at 416.578.4952



Apply Online: www.rotmanexecutive.com

Selling Strategies for Non-Sales Executives

Rotman

Schedule

» Each week includes a 2.5 hour live virtual session + 4-5 hours of self study and course work

» Week 1	» Introduction » Understanding Yourself and Others
» Week 2	» Building Your Business Strategy
» Week 3	» Sales Process Technology
» Week 4	» Consultative Sales, part 1
» Week 5	» Consultative Sales, part 2
» Week 6	» Securing the Business: Negotiations, closing, and follow-up
» Week 7	» Self-Management
» Week 8	» Final Assignment and Course Wrap Up

Subject to change