

INCREASE
YOUR
REACH.



Sales Leadership and Sales Management
Certificate Programs for High-tech Industries

UBC Executive Education



Opening Worlds

Sales Leadership and Sales Management Certificate Programs for High-tech Industries.

→ British Columbia has recently emerged from its traditional, resource-based past to become a growing force in entrepreneurship and business innovation. But innovation alone is insufficient to succeed in global markets. BC businesses must develop sophisticated sales strategies, tactics and techniques to transform innovative ideas into commercial success.

The Sauder School of Business has been working with the BC Innovation Council, and key industry experts to address what has been identified as a shortage of local savoir-faire in Sales Leadership and Sales Management. The following certificate programs are designed to fill this knowledge gap by developing the concepts, skills and processes needed for success in today's tough sales environment.

Designed in a dynamic, "active learning" format, these programs provide participants with extensive opportunities to network with their peers, and to apply what they are learning through guided, real-world exercises.

These courses can either be taken independently or as part of a full certificate program.

Programs developed in collaboration
with the BC Innovation Council.



Sauder Certificate in Sales Leadership

This certificate is designed for top sales executives who function at a company-wide, strategic level. The focus is on how to align sales execution with overall company goals, continuously re-energize the sales team, and become an effective, high performance Chief Sales Officer.

Learning Objectives:

- See how success depends on fully integrating a structural sales design with the strategic direction of the firm
- Anticipate and respond to rapidly changing business environments. Understand why the sales force is the firm's primary means by which to adjust
- Apply strategic techniques to company-wide problems, and derive implications for sales force design and account management policies
- Acquire analytical tools that will help you plan market segmentation and account management policies and procedures
- Learn how to identify and focus sales resources on high potential customers
- Assess the strengths and weaknesses of current forecasting techniques, and obtain systematic procedures for improving them
- Recognize key variables to include in the goal setting process
- Identify the types of sales incentives and compensation systems that can be used to link the sales organization to company strategy
- Understand how measuring strategy-linked sales processes and outcomes will produce greater sales productivity

Required Courses:

Strategic Sales Leadership

September 28-29, 2009

Course Content:

- Focusing your sales team's resources in terms of markets, products, processes and customers
- Structuring an effective and efficient sales force
- Defining your sales strategies for good and not-so-good customers
- Integrating planning levels—strategic, market, territory, and account—to create a competitive advantage for your firm
- Overcoming barriers to sales team success
- Identifying, increasing and cultivating your strategically important accounts
- Understanding the value creation method of sales

Course Leader:

Dr. John Monoky

Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Selling through Channel Partners

November 18-19, 2009

Course Content:

- The art and logic of strategic channel alignment
- Managing multi-channel systems
- Conducting channel capabilities assessments
- Defining key markets, gaps and opportunities
- Assessing market coverage through channel partners
- Channel partner growability
- Analytical tools for evaluating the effectiveness of your company's distribution channels
- Understanding market evolution
- Applying key management tools to control channel conflict

Course Leader:

Dr. Pradeep Bhardwaj

Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Strategic Market-Based Planning for Managers of High-Tech Firms

May 13-14, 2010

Course Content:

- Understanding high-tech customers
- Launch and adoption of new technology
- Marketing research in high-tech markets
- Technology diffusion and forecasting
- Managing successive generations
- Pricing considerations in high-tech markets

Course Leader:

Dr. Pradeep Bhardwaj

Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Elective Courses

(choose three from the following list):

- Strategic Marketing Management
- New Product and Service Development
- Building Brand Power
- Meeting the Leadership Challenge (counts as two)
- Accelerated Leadership Program (counts as three)

Visit our website at: www.sauder.ubc.ca/exec_ed for more information about these programs.

Sauder Certificate in Sales Management

This certificate program is designed for high-performing sales people who are making the transition to sales manager. The primary focus is on developing a team-oriented organizational structure that delivers real value to customers.

Learning Objectives:

- Understand the job functions of a sales manager and the role sales management plays in creating a market-driven organization
- Recognize what is required to make a successful transition from selling to sales management
- Learn how to structure an effective and efficient sales team
- Identify specific activities that produce long-term results, and implement comprehensive time-frame action plans
- Gain knowledge about recruiting and training great sales and support people
- Identify common barriers to results-oriented management and build skills to overcome them
- Develop practical ways to increase and sustain a salesperson's motivation
- Generate practical methods for enhancing the performance potential of salespeople
- Measure sales effectiveness and institute meaningful benchmarks for good sales management decisions

Required Courses:

Effective Sales Management

October 6-8, 2009

Course Content:

- The role of the sales manager
- Planning an effective sales program
- Results-oriented sales management
- Organizing the sales team
- Recruiting and selecting sellers
- Training issues
- Diagnosing and improving sales performance
- Building a "can-do" sales culture

Course Leader:

Dr. John Monoky

Fee: \$1,495 + GST

Special Introductory Fee: \$1345 + GST

Selling Strategically to Major Customers

November 2-3, 2009

Course Content:

- Winning skills for success in complex sales
- Qualifying opportunities and setting priorities
- Uncovering the account's real needs and designing unique solutions that meet their decision making criteria
- Mapping and accessing the account's real deciders
- Influencing the account's collective decision making process
- Managing power plays within the account
- What to consider when designing an action plan that will really help you win

Course Leader:

Bernard Schilles

Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Strategic Account Management

April 19-20, 2010

Course Content:

- Regional, national and global strategic account management
- Market factors and purchasing practices that affect the buyer-seller interface
- Identifying and assessing opportunities, and building a strategic account portfolio
- Developing a situation analysis
- Assessing the competition
- Creating a meaningful value proposition
- Structuring a strategic account sales team and developing a strategic account management execution plan
- Managing tactics and implementation metrics
- Overcoming barriers to successful strategic account management.

Course Leader:

Bernard Schilles

Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Leading High Performance Work Teams

October 29-30, 2009 and
January 27-28, 2010

Course Content:

- Deciding on the right type of team and transforming a group into a team
- Creating a joint mission
- Assessing the team's effectiveness
- Dealing with poor performers
- Performance management, tracking progress, celebrating success
- Encouraging and rewarding increased responsibility
- Strategies for turning morale around fast
- Running fantastic meetings
- Resolving conflict, gaining consensus and commitment
- Leadership: delegating, motivating and empowering

Course Leader

Cy Charney

Fee; \$1,175 + GST

Elective Courses

(choose two from the following list):

- Strategies, Skills and Tactics of Negotiations
- Fundamentals of Finance and Accounting for Non-Financial Managers
- Strategic Marketing Management
- Building Brand Power
- New Product and Service Development
- Coaching and Mentoring
- Coaching for Leadership Excellence

Visit our website at: www.sauder.ubc.ca/exec_ed for more information about these programs.

Sales Execution Courses

The objective of these courses is to help participants achieve better sales results by building strong, professional and influential relationships. Participants will also learn to apply a strategic process for managing key accounts, accelerate key client growth and gain consistent commitment to action.

Note: no certificate is offered for this program stream.

Learning Objectives:

- Understand a client-centric approach to sales
- Understand the C-suite perspective
- Establish a high-value, Trusted Advisor client relationship
- Gain access to the real decision maker
- Uncover your clients' top priorities through intelligent questioning and in-depth probing
- Listen your way to success
- Add power and punch to your sales presentations
- Deliver brief but relevant conceptual sales messages
- Sell value and payoff, not price
- Shorten new business sales cycles
- Apply effective account management skills
- Manage the sales pipeline for positive effects
- Understand and apply CRM

Sales Execution Courses Include:

Selling Strategically to Major Customers
Bernard Schilles, November 2-3, 2009,
Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Strategic Account Management
Bernard Schilles, April 19-20, 2010,
Fee: \$1,095 + GST

Special Introductory Fee: \$985 + GST

Key Instructors for Sales Courses

Dr. Pradeep Bhardwaj

Dr Bhardwaj is the new BC Innovation Council Chair in Sales and Sales Management at the Sauder School of Business at UBC.

Dr. Bhardwaj is a former faculty member at the Kenan-Flagler Business School, UNC, is a highly regarded researcher and teacher in the sales and marketing field. His interests include sales force management, distribution channels, customer relationship management and pricing policies.

A popular speaker at conferences and universities, he has given talks at Harvard Business School, Carlson School of Business, the University of California at Berkeley and Northwestern University. His research has been published in leading journals, and his ideas have developed into several cross-functional projects applicable to the pharmaceutical industry and customer lifetime value management centers.

He has also maintained strong ties with industry, working with companies like GSK, Medtronic, Seagate, and CarsDirect.Com. He is currently developing a Center for Excellence in Sales and Marketing to help companies improve their sales management processes, address sales compensation issues, and assess the ROI of promotional tools like advertising and personal selling.

Dr. John Monoky

Dr. Monoky has been an active consultant and trainer for 25 years. His academic background and hands-on industry experience create a unique “street smart” approach that allows participants to go home and use the materials—immediately. His primary interests focus on sales leadership, sales management and the development of sales organizations.

Dr. Monoky is currently Director of the Center for Sales Leadership and an Adjunct Professor of Executive Education, Ross School of Business, University of Michigan. An active educator, he has taught many University-based executive development programs. He is also coauthor of the popular manuals Sales Manager’s Idea a Day Guide and Be Your Own Sales Manager.

In addition to his educational activities, he heads his own sales and marketing consulting firm. His clients include Bristol-Meyers, Business Week, Ciba-Geigy, Eastman-Kodak, General Electric, Honeywell, Johnson Controls, Owens-Corning Fiberglas, Rockwell International, Saudi Arabian Airlines, Southwestern Bell Telephone, Texas Instruments, 3M, TRW, Travelers Insurance, USA Today and Weyerhaeuser.

Mr. Bernard Schilles

Mr. Schilles is the Founder and President of Corvalis, a European-based consulting and training firm. He has over 14 years of international experience helping executive teams implement a company-wide sales process designed to win the large, profitable contracts and key accounts that are critical to their development. His clients include major technology, energy, engineering and professional services companies such as Microsoft, SNC Lavalin, Dell, 3M, Business Objects and Lucent Technology.

An in-demand educator, Mr. Schilles delivers customized, focused and comprehensive sessions based on hands-on execution. His goal is to equip participants with advanced methods and tools that they will be able to employ when they return to the workplace. Over 3,000 participants have attended his seminars and coaching sessions.

Prior to his current position, he had 15 years of professional experience in advanced technology and professional service companies (Accenture, Hewlett Packard and others) as a major account manager, business unit manager and Board member. In these companies, he successfully developed and implemented advanced business to business sales processes dedicated to winning complex sales from major accounts.

→ Course Logistics

To Register

www.sauder.ubc.ca/exec_ed
tel 604.822.8400
toll-free 1.800.618.EXEC (3932)
(for calls inside Canada)
fax 604.822.8496
email exec.ed@sauder.ubc.ca

Mailing address: UBC Executive Education,
Sauder School of Business, 800 Robson Street,
Vancouver BC, V6Z 3B7

(If registering by fax or mail, print and fill out
the online Registration Form.)

We will send you a registration confirmation
when we receive your payment. You will
also receive a reminder about two weeks in
advance of the program.

Class enrollments are limited to maximize
interaction. Early registration is advised.

Personal information will be used for internal
purposes only.

Location and Hours

Courses are held at the Bentley Centre for
Business Education, UBC Robson Square, 800
Robson Street, Vancouver, B.C., except where
otherwise specified. For course hours, please
see the receipt you receive upon registering,
or view the program page on our website.

Cancellations

Many of our expenses are incurred within the
three week period just before the program.
Registrant cancellations are therefore subject
to certain restrictions. For more information,
please call or refer to our website.

Course Changes

Course dates, fees and instructors are
occasionally subject to change. Please check
our website for recent updates.

Fees and Payment

Fees include workbooks, continental breakfast
and networking lunch. Please add GST when
submitting payment.

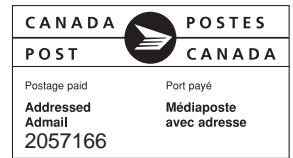
Team Discount: when three or more people
from your organization attend the same
program on the same date, a discount of
10% off the regular fee is offered for each
registrant. (Please advise upon registering
that there will be three or more attending.)

Payment can be made by credit card (Visa or
MasterCard), cheque or money order. If paying
by cheque, make payable to The University of
British Columbia and specify the course title,
date and participant name(s).

Guarantee: Customer satisfaction is important
to us. If you are not satisfied with this course
for any reason, we will give you a credit note
or refund.

Return to:

Executive Education
Sauder School of Business
The University of British Columbia
800 Robson Street
Vancouver BC V6Z 3B7



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For the highest return on intelligence, the smart money is on Sauder

Western Canada's Largest Executive Education Provider

With more than 100 programs to choose from, Executive Education offers a comprehensive depth and breadth of programs.

First-Class Instructors

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