

Grow your career.
Level up for the future.

Certificate in Sales Management

Sales has evolved – enhance your team's skills for
the new environment



Certificate in Sales Management

Achieving strategic business and revenue goals requires the sales manager to deliver situational leadership, team alignment and accountability, effective performance coaching, and a proper focused sales management process. By reinforcing these core competencies coupled with a disciplined customer driven approach, your organization can position itself for competitive success.

Schulich ExecEd presents an intensive program to hone your skills to build a high-performance sales team through this Certificate in Sales Management.

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5-day program



Book this program [online](#)



Certificate in Sales Management

Those who lead sales teams will learn how the market has changed the art of selling and how to help their people adapt to the new tools and customer expectations. The emphasis is on redefining the relationship with customers to produce a more sustainable partnership in a highly competitive world.

This program will help you:

- Drive your sales team to higher productivity and better results.
- Lead your market with advanced sales, digital tools and customer retention strategies.
- Develop or strengthen your team building, management and coaching capabilities.



5-day program



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Program Highlight



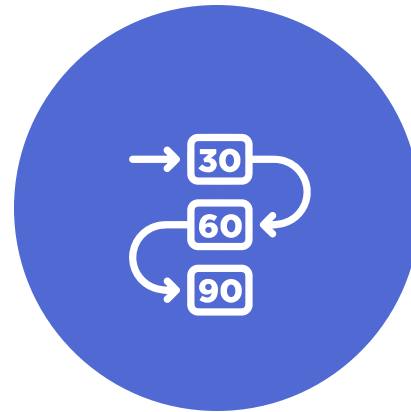
5 Days of Study

Rich learnings in just 5 days of study over 2 weeks, with 2 learning sessions hosted in Salesforce and LinkedIn headquarters



Real-World Application

Acquire the skills needed to develop a personalized 30/60/90-day action plan



90-day Sales Plan

Develop a personalized 30/60/90-day action plan to take back and execute on



Network

Meet top sales professionals and leaders from across multiple industries



Program Director



Sanjay J. Dhebar

MBA

Sanjay is a highly rated faculty member with the Schulich ExecEd, Schulich School of Business at York University. 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.

Program Faculty



**Dr. Haniyeh
Yousofpour**

Dr. Haniyeh Yousofpour is an award-winning Harvard educated business professor with a passion in organizational change management, influential negotiation and effective leadership. In addition to her teaching, Dr. Yousofpour has co-founded her own company that engages in integrative management and leadership development.



**Douglas
Cole**

Douglas Cole is an Enterprise Sales Leader at LinkedIn, a part-time university lecturer, and an advisor with start-up accelerators in Canada and the US. He is the author of a forthcoming book for B2B salespeople, founders, and those who influence strategic investments in their organization.



**Steven
Rosen**

Steven Rosen is President of STAR Results. Steven coaches sales executives and managers to lead with passion and ignite their teams to achieve outstanding results. Steven has over 10 years of senior sales leadership experience in the health care industry.



**Gary
Kimmel**

Gary Kimmel leads a team of Financial Services industry experts & architects within one of the largest software companies in the world. He and his team consult to C-suite and senior executives to create revenue growth, cost optimization, improved compliance and competitive advantages in their businesses. He brings a unique blend of business acumen, international experience and technology leadership and is credited with advancing many businesses in multiple industries over the last twenty-eight years.



The personal reflection married with tools to accelerate change and people development are fantastic and will contribute to my personal success and satisfaction in my role.

T. Rider

National Head, Specialized Sales Business Financial Services, RBC Royal Bank



Nothing has ever influenced my behaviour, point of view and perspective as much as the Schulich ExecEd experience. Yesterday I completed my monthly one-on-one with my president, and she expressed that never has she witnessed such a behaviour change in a leader so fast in her career.

J. La Vecchia

VP Sales and Business Development, Equifax Canada



I appreciated the passion and enthusiasm the instructors brought to helping others succeed. I would also like to recognize that the Program Director curated the content and faculty he believed would contribute to student success. It is invaluable to have these assets as part of my network; I appreciate how personal the Program Director and his colleagues made these connections. My time at Schulich has easily been the best thing for professional development I have participated in through 20+ years in the sales profession.

Nick Morgante

Assistant Sales Manager, UNILOCK

Program Content



DAY 1 - Managing Yourself

Leadership Essentials

- Help participants understand different styles of leadership and explore their own leadership style
- Effective Leadership Approach to inspire and influence others
- Understanding individual's different decision-making style and how to interact with each one
- Developing high performing teams

Building Your Team

- Identifying the skills necessary for your team members to succeed
- Attracting potential candidates and assessing their strength to be selected as a member of your high performing team
- Hiring high performing team members to ensure collaboration and synergy in your team

DAY 2 - Managing Your Team

Focused Sales Coaching

- What & Why of Coaching
- Top 10 Coaching Mistakes
- Focused Coaching Model
- Coaching Mindset; Self Evaluation; Coaching Focus; Self Directed POA; Closing Accountability Loop
- Coaching Tips
- Coaching Multi-Generations

Understanding the Why

- Developing High Performance Teams

Proactively Managing Performance

- Performance Management Model; Monthly RAP; Quarterly Business Review; Effective Managing a nonperformer and successfully managing your leader

Program Content

DAY 3 - Managing Your Industry

Defining Your Market Position

- Company strategy
- Primary customer
- Market segmentation
- Value proposition Framework for choices/trade-offs against external dynamics
- Framework for aligning strategy and sales

The Evolving Sales Technology Stack

- GUEST Speaker

DAY 4 - Managing Your Customer

Tale of a Social Sale: Defusing a 'Churn Bomb'

- Situation: weak fundamentals, panic
- Digital selling strategy
- Learning 1: Social connections are a powerful shortcut to attention
- Learning 2: Rapid job movement demands real-time monitoring
- Learning 3: Table stakes competencies for the modern sales team
- Stages of Customer Engagement
- Strategic Alignment
- Business Case Alignment
- Commercial Alignment

Principles for Executive Engagement

- Audience: Who is the audience?
- Essence: What is your overarching point? How can you design meetings/slides to drive the point? What does a good exec summary look like?
- Sequence: What is your storyline? Can you make it more compelling?
- Visuals: How should you think about visual selection?
- Language: What's the simplest way to say it?

Program Content



DAY 5 - Managing Your Business

Focusing on results

- Avoid Micro-Management by Management Cadence
- Optimizing Your Coaching Time (Coaching Optimizer)
- Focus on Results by Taking Control of your Calendar

Integration and Wrap Up

- Integration of key learning and developing a 30/60/90-day action plan
- Determine next steps to accelerate your salesforce's performance based on classroom learning

Who Will Benefit



Aspiring Leaders

New or experienced managers that want to improve performance across teams in Accounts, Sales, and Retail.



Mid-Career Leaders

Mid-career professionals in sales-oriented industries preparing for a role in management.

Completion Benefits

After completing the Certificate in Sales Management 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.



Certificate

Provided upon completing a longer program that may comprise several badges signifying a more extensive skill set.

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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