



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

June 18 - 20, 2018

June 24 - 26, 2019

# Sales Strategy for Non-Sales Managers

*Contribute to the successful implementation of your sales plan by understanding sales strategy and sales management.*

Develop new skills using our 3-part teaching approach:

## Introduction to Sales Strategy

- Achieving a customer-centric business organization
- Components of a sales strategy
- Managing customers as assets for higher sales returns

## Relating Sales & Finance through Key Indicators

- Planning sales strategy using performance metrics
- Key sales and financial indicators of performance
- Building a business case to support sales projects

## Preparing a Winning Sales Plan

- Using a sales planning framework
- Identifying opportunities for implementation
- Organizational training and transformation

## Our Participants Say it Best:

*"The combination of sales strategy with financial tools for sales analysis is a potent combination."*

**V. Barletta,**  
Leader,  
Yes! Winnipeg

*"Very well organized with valuable information that can translate to immediate use in my day to day."*

**T. Abbas,**  
Account Manager,  
Grodan

*"My experience in this course will allow me to help my organization choose the right sales people that are in alignment with the company vision and compensate them according to the goals of the company."*

**K. Chalmers,** Marketing  
and PR Manager,  
Execulink Telecom



Register Today / Complete Details

<http://seec.online/11804>



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# Sales Strategy for Non-Sales Managers

Develop new skills using our 3-part teaching approach!

It's a new imperative for business managers in traditionally non-sales roles to understand sales strategy.

They **often struggle with this part of their role, however, due to lack of formal sales training or exposure to sales strategy.** Our new sales strategy course will provide participants with a **solid foundation in today's most important sales leadership skills.** They will gain the business skills to **work effectively with their organization and contribute to new sales strategy development and its successful implementation.**

Additionally, participants will reinforce their learning by **developing their own strategic sales planning recommendations,** drawing from case examples from diverse industries and organizations including GSK, Xerox and Starwood Preferred Guest.

## Top Take-Aways

1. The foundations of a **comprehensive sales strategy**
2. Viewing your role from a **'sales leadership' lens**
3. How to **effectively manage customers as assets**
4. How to **relate sales plans to your financial business goals**
5. How to **align sales strategy to organizational strategy**
6. Steps to achieving a **customer-centric business** to increase sales
7. Using key financial metrics to **measure sales program success and ROI**
8. **Coaching your staff** towards sales excellence
9. Building a business case to **support new sales innovations**

## Who Should Attend

Sales Strategy for Non-Sales Managers is developed for any leader who wants to improve their sales planning competency. Business professionals who Interface with the Sales Function will benefit greatly from this Sales Strategy program including:

- Business Unit Managers, Regional & Division Managers
- Managers and Directors new to a sales role
- Marketing, Customer Service and Product Leaders
- Finance professionals
- Account Managers and Business Representatives
- Engineering Managers and Project Managers
- Directors of Operations
- General Managers and Vice-Presidents

## Overview of Learning

### Part 1. Introduction to Sales Strategy

#### Achieving a Customer-Centric Business Organization

- How all departments today must engage with clients and customers
- Identifying your current interfaces with sales and customer service activities
- Evaluating the strategic sales skills you need to perform better

#### Components of a Sales Strategy

- What does a comprehensive Sales Strategy look like?
- Sales vs. Marketing – how the functions interface
- Sales Forecasting processes
- Maximizing Sales team structure
- Incentive planning and sales contracting
- Account and Channel Management strategy
- Customer Acquisition & Retention strategy

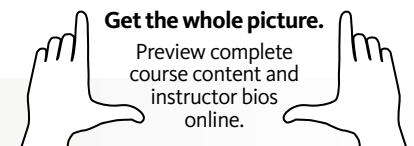
#### Managing Customers as Assets for Higher Sales Returns

- Why is it important?
- Introduction to Customer Portfolio Management
- Customer Segmentation strategy
- Profiting from Customer Buying Behaviour Analysis
- Customer Life cycle Management
- Measuring Customer Lifetime Value and profitability

### Part 2: Relating Sales & Financial Planning...

### Part 3: Preparing A Winning Sales Plan...

*Continues online*



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### More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380  
or email [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

#### Dates & Locations:

**June 18 - 20, 2018**  
Executive Learning Centre

**June 24 - 26, 2019**  
Miles S. Nadal Management Centre

#### Registration Fee:

\$2,950 + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change