Professional Selling Leadership
(PSL 8090) Consultative Selling

Course Description

Sales and selling have changed over the past 20 years. Social media and technology have changed buyer expectations. Buyers are more knowledgeable about products/services and only a click away from product reviews. Sales professionals are entering the sales cycle with prospects who are further along in their buying decisions. Sales professionals must adapt to the changing business environment. This course will introduce the various consultative selling approaches that sales teams deploy in multiple scenarios.

Leadership and Management is a key component of consultative sales and will be addressed by class materials and discussion as well as a presentation by a seasoned Sales Management professional.

Learning Objectives

- Identify the various consultative selling models that organizations deploy; compare and contrast the modelsbased on company size, product complexity, and change management considerations
- Using various case studies, analyze the deployment of key elements of the consultative sales model;identify the field challenges and opportunities this model presents
- Critically evaluate the behaviour-based sales skills deployed by sales professionals based on case studies, class projects and video examples
- Align and explain the expected field sales effort with a review of the critical sales leadership requirementsto manage and lead that effort
- Using the FAB model, competitively position a product/service
- Effectively collaborate with a virtual team to produce quality results

Grade Scheme: Letter Grade	Minimum Pass: 70%

Assessments:

- **Reflection Paper**
- **Assignments**
- **Presentation**
- **Discussion**

＊Please note that this document is for marketing purposes and that the details ofthe course including grading and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	98-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Professional Selling Leadership
(PSL 8091) Strategic Selling And Leadership

Course Description

This course focuses on the development of account management skills for single sales objectives within a complex environment. The concept is marrying these new skills with sales techniques and internalizes them to optimize sales call interactions. Every major piece of business entails multiple decisions, and the same person virtually never makes those decisions.

In this course students will learn to identify the critical buying influences in a sale, how to minimize any uncertainties about a customer's receptivity, how to avoid internal sabotage, and how to leverage your strengths to maximize their competitive advantage. Upon completion of the course they will be able to bring to complex sales a clearly defined and reliable process for success that considers all the elements of the impending transaction. Leading a sales team as a participant or manager necessitates these skills.

A critical feature of this course is the workshops to practice the skills learned. The class will also include mini lectures, facilitated group discussions, presentations, sharing personal insights and discussing research findings.

The intent is that the student not only be able to complete the tasks as a salesperson but also to understand how to lead a team towards attaining a single sales objective in a complex environment.

Learning Objectives

- Comprehends at a macro level what strategic selling is and where and why you would want to utilize it
- Utilize opportunity assessments to analyze sales territories
- Comprehend FAB positioning and apply to an example from a student's world
- Describe the six key elements of the Strategic Selling strategy and associated competencies, and explainwhy they are essential for successful sales personnel in contemporary workplaces
- Comphrehends buying influences, leveraging from strength, buyer levels of receptivity, the four responsemodes, WIN results and how these elements of a strategic sale impact a sale
- Apply learned knowledge to be able to identify common problems in complex sales and have a plan toresolve them
- Gain knowledge on how to effectively Pre-Call plan capability and demonstrate competency
- Apply territory management to optimize performance by focusing on your win-win customers
- Utilize a strategy to manage your selling time (sales funnel)
- Develop an action plan that serves as a bridge from pre-call planning to the tactical selling you do in the call
- Effectively collaborate with a virtual team to produce quality results

Grade Scheme: Letter Grade   Minimum Pass: 70%

Assessments:

- **Workshops**
- **Assignments**
- **Team Presentation**
- **Discussions**

*Please note that this document is for marketing purposes and that the details ofthe course including grading and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	98-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Professional Selling Leadership
(PSL 8092) Sales Enablement

Course Description

This course will explore at the role of technologies used in sales systems and the important decisions sales leaders must undertake when deploying these technologies with their sales force. Lead generation technologies will be examined as well as content management systems. CRM, pipeline management systems and the role of social media will be assessed through case studies and in class discussions. New technologies will be explored and assessed to determine their future importance in sales force design. In this course, you will aim to:

Learning Objectives

- Understand how to explore and critically assess well-established technologies specifically designed to enable sales teams to sell quicker and with more efficiency, and the implications for salesforce design
- Critically evaluate the newest sales enablement tools, and outline their future importance based on vendorinformation, client use feedback, and the overall uniqueness of the technology relative to other competingtechnologies
- Develop the capability to evaluate a current sales enablement system and make recommendations thatwill shorten the sales cycles currently experienced. This will be done as a class project with a case study orparticipant employer/client example
- Understand how to critically evaluate the role of sales enablement in multi-channel sales organizations andthe challenges of deploying technologies in dealer/agent channels
- Effectively collaborate with a virtual team to produce quality results

Grade Scheme: Letter Grade	Minimum Pass: 70%

Assessments:

- **Discussions**
- **Assignments**
- **Class Participation**
- **Team Presentation**
- **Final Exam**

*Please note that this document is for marketing purposes and that the details ofthe course including grading and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	98-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%