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# Queen's

## SALES MANAGEMENT PROGRAM



CREATING A HIGH-PERFORMANCE  
SALES ORGANIZATION

THREE-DAY PROGRAM

October 19 to 21, 2008

Queen's  
EXECUTIVE DEVELOPMENT  
CENTRE

FINANCIAL TIMES

RANKS QUEEN'S #1 IN CANADA AND

TOP 15 IN THE WORLD FOR OPEN-ENROLLMENT EXECUTIVE EDUCATION (2007)

# Creating a High-Performance Sales Organization

Your sales team is the critical interface between your company and its customers. Today, more than ever, the sales organization holds the key to sustained growth and profitability.

Queen's Sales Management Program is an intensive three-day immersion in cutting-edge sales management concepts, tools, and methods. Sales managers and executives will be exposed to proven techniques that will help them build a powerful and more profitable sales organization.



## Benefits

### PERSONAL BENEFITS

The concepts and tools taught in the Program will greatly enhance your sales management effectiveness and increase your value to the organization.

- Improve your sales planning skills
- Understand the roles and functions of a “balanced sales team”
- Learn how to evaluate and manage the competitive landscape
- Learn how to maximize return on sales assets
- Gain insights into sales force structuring and deployment
- Learn how to effectively recruit, reward, and retain superior sales professionals
- Enhance your leadership skills
- Network with a group of experienced sales managers and executives from a variety of industries

### BENEFITS TO YOUR ORGANIZATION

Bringing new sales management ideas and practices into your organization will have a profoundly positive impact on performance.

- Develop more integrated strategic and tactical plans across the organization
- Drive sustainable revenue and profit growth
- Realize a better return on sales assets
- Increase employee retention
- Develop stronger, more profitable relationships with key customers

## Who Should Attend

This Program is designed for sales managers and executives at all levels of the organization.

# THE PROGRAM IS BUILT AROUND FOUR THEMES:

## 1 BUILDING AN EFFECTIVE SALES STRATEGY

**An effective sales strategy is the cornerstone of a high-performance sales organization. The successful integration of the sales strategy into the corporate strategy is a critical first step. The Program provides valuable insights into the following:**

- Developing and implementing an effective sales planning process at all levels – strategic, market, territory, and account
- Integrating sales strategy into the corporate strategy
- Aligning marketing and sales strategies
- Developing targeting, positioning, and benefit statements
- Understanding the make-or-break issues for your organization
- Identifying your most important customers
- Using best practices and cutting-edge sales tools to ensure the successful execution of your sales strategy
- Understanding and capitalizing on the strengths and weaknesses of customers, distributors, and competitors

## 3 CREATING VALUE FOR YOUR CUSTOMER

**In today's competitive environment, customers are looking for suppliers who can add value. Servicing customers has become more complicated than ever. The Program will provide you with the tools to create real value for your customers.**

- Understanding customer buying behaviour and how to use consultative, transactional, and enterprise selling
- Effectively managing high-leverage customer interactions
- Creating a "customer first" mindset throughout the organization and sales team
- Adding value to create customer intimacy and long-term loyalty
- Meeting the needs of your customers by creating and shaping value-added services
- Achieving and maintaining superior levels of customer service

## 2 CREATING A WINNING SALES ORGANIZATION

**The Program will provide you with solid tools and techniques to optimize your sales structure and performance.**

- Assessing the productivity of your sales organization
- Determining optimal sales organization size, structure, and deployment
- Positioning sales as a profit centre within the organization
- Understanding the key determinants of sales team productivity and developing appropriate tactical plans
- Analyzing your operational and transactional cost structures
- Improving your return on sales assets through focus of effort and strategic account management
- Developing an effective performance appraisal system
- Creating an effective compensation plan that balances salaries and incentives

## 4 LEADING A HIGH-PERFORMANCE SALES TEAM

**The Program will teach you how to use coaching and performance management techniques to create a motivated and effective sales team.**

- Understanding the factors that affect sales performance
- Finding, selecting, and retaining superior sales professionals
- Refining your training and coaching techniques
- Understanding your role as strategist and internal communicator
- Evaluating, motivating, and compensating the sales organization to encourage peak performance
- Developing sales professionals into business managers
- Enhancing teamwork and managing for performance
- Developing your skills for building cooperation and commitment

## SESSION LEADERS



### DR. JOHN MONOKY

*Principal  
Monoky Associates, Toledo, Ohio*

John Monoky is the principal of Monoky Associates, a sales and marketing consulting firm. He is an active trainer and has served on the faculty of many executive development programs at several prominent U.S. universities. His primary training, consulting, and research interests focus on business-to-business marketing, sales management, and territory management.



### DR. JOHN PLINIUSSEN

*Associate Professor of Marketing  
Queen's University, Kingston, Ontario*

John Pliniusen is an authority on innovation, sales management and e-marketing. He has worked or consulted for several Fortune 100 companies, some of Canada's fastest growing SMEs, many federal and provincial ministries, and numerous agencies and NPOs. He has published numerous books and articles. He was Director of Strategy for cgkTechnologies Inc., a Program Director with Shad International, and until recently, Chairman of Bayway Community Investment Corporation.

# The Queen's Advantage

Queen's Executive Development Centre is one of the world's largest and most respected providers of non-degree executive education. Here are six reasons why.

## 1 INTERNATIONAL ACCLAIM

Queen's School of Business is one of the world's premier business schools, internationally recognized for its outstanding faculty and innovative approaches to executive education.

### FINANCIAL TIMES

**Ranks Queen's Executive Development Centre  
#1 in Canada + top 15 in the world**  
for open-enrollment executive education – May 2007

### BusinessWeek

**Ranks Queen's Executive MBA  
#1 in Canada + top 25 in the world** (October 2007)

**Ranks Queen's full-time MBA  
#1 outside the USA** (October 2006)

## 2 EXCEPTIONAL SESSION LEADERS

In addition to being outstanding teachers, session leaders also bring a wealth of real-world business experience into the classroom.

## 3 PRACTICAL AND RELEVANT CONTENT

Our mandate is to deepen your understanding of current business issues and concepts, and to provide the tools you can use to make a meaningful difference.

## 4 NETWORKING

Your time with us will provide an excellent opportunity to network with a group of talented and motivated managers.

## 5 CONSULTANTS-IN-RESIDENCE™ PROGRAM

This advisory service offers you the opportunity to discuss your business issues in confidence with program session leaders.

## 6 POST-PROGRAM SUPPORT

After the program, you will be able to update your knowledge and skills through Queen's By Your Side™, which features an exclusive alumni website and special alumni events.

**Fee Per Delegate: \$3,000 U.S.**

TO ENROLL,  
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