



EXECUTIVE  
EDUCATION

# Sales Management Program

Build and Manage a High-Performance Sales Organization

5-DAY PROGRAM



Ranked #1 in Canada by  
November 2009



# Sales Management Program

*Build and Manage a High-Performance Sales Organization*

Your sales organization is a critical link between your company and its customers. For this reason, the sales organization holds the key to sustained growth and profitability.

Queen's Sales Management Program is an intensive 5-day immersion in cutting-edge sales management concepts, tools and methods. It will enhance your ability to create and lead a high-performance sales organization. Session leaders have extensive sales and business experience and have worked with organizations worldwide to improve sales performance.

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**WHO ATTENDS** The program is designed for sales managers and executives at all levels of the organization.

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**DATES** Please visit [qsb.ca/execed](http://qsb.ca/execed) for details.

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**LOCATION** **Kingston**, ON Canada  
Donald Gordon Conference Centre  
421 Union Street

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**FEES** \$8,900 Cdn (plus HST)

*This all-inclusive fee covers: a private guest room with bath; full use of a broad range of amenities and parking; meals and snacks; all learning materials; and post-program support.*



The program will enable you to:

- Create an effective sales strategy
- Build and manage a high-performance sales organization
- Create value for your customers
- Maximize return on sales assets

## Post-Program Support

After the Program, Queen's offers several ways to continue your learning, including Program updates and access to Queen's faculty. You will also have the opportunity to attend alumni educational and networking events.

**Apply online at [www.qsb.ca/execed](http://www.qsb.ca/execed)**  
or call 1.888.393.2338

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This 5-day program is an integral part of the requirements for:  
*Queen's Executive Certificate in Leading the Sales Organization.*

Please see our Program Directory or visit [qsb.ca/execed](http://qsb.ca/execed) for more details.

## Program preview

### Building an Effective Sales Strategy

**Successfully integrate the sales strategy into the corporate strategy.**

- Develop and implement an effective sales planning process at all levels – strategic, market, territory, and account
- Align marketing and sales strategies
- Identify your most important customers
- Develop targeting, positioning and benefit statements

### Creating a Winning Sales Organization

**Optimize your sales structure and performance.**

- Assess the productivity of your sales organization and determine optimal size, structure and deployment
- Analyze your operational and transactional costs and improve your return on sales assets
- Position sales as a profit centre
- Develop an effective performance appraisal system and compensation plan

### Creating Value for Your Customer

**Implement customer service tools and techniques that add real value.**

- Understand customer buying behaviour and how to use consultative, transactional, and enterprise selling
- Add value to create customer intimacy and long-term loyalty
- Create a “customer first” mindset in your organization
- Create strategic alliances with customers to ensure long-term revenue and profit growth

### Leading a High-Performance Sales Team

**Use coaching and performance management techniques to create a motivated and effective sales team.**

- Understand the factors that affect sales performance
- Recruit and retain superior sales professionals
- Refine your training and coaching techniques and develop sales professionals into business managers
- Evaluate, motivate and compensate the sales organization to encourage peak performance



### Custom Programs for Organizations

*Any of the content delivered in the Sales Management Program can be customized to meet the specific needs of your organization. We have successfully developed and delivered Custom Programs for all types of organizations, in most regions of Canada, and many locations around the world.*



Financial Times ranks Queen's Custom Programs **#1 in Canada** for "Value For Money" (May 2011)

To find out more, contact our office at 1.888.393.2338, or in Toronto at 416.214.9655

## Session Leaders

Faculty bios are available on our website.



**DR. PETER JENSEN**  
Founder and CEO  
Performance Coaching Inc.



**DR. JOHN MONOKY**  
Professor  
Sales Management  
University of Michigan



**MR. KEN WONG**  
Associate Professor  
Marketing and Strategy  
Queen's School of Business



*"Customer needs and behaviours are evolving rapidly, and your approach to sales management must evolve to meet these new demands. Queen's Sales Management Program provides valuable tools and techniques to create and lead a high-performance sales organization."*

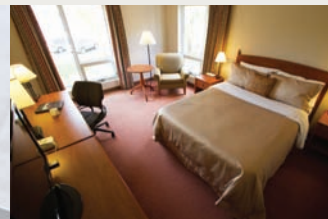
**DR. JOHN PLINIUSSEN**  
Associate Professor  
Marketing and Sales  
Queen's School of Business

\*Session leaders subject to change.



## World-Class Facility

The program is held at the Donald Gordon Conference Centre near the Queen's campus in Kingston. This world-class facility provides comfortable private guest rooms, great food and executive-level customer service.



**QSB Executive Education**  
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[www.qsb.ca/execed](http://www.qsb.ca/execed)