SALES MANAGEMENT

Case for Sponsorship

BusinessWeek
Ranks Queen's #1 in Canada for Executive Education

Queen's Executive Education

Smith School of Business
Queen's University
Why You Should Send Your Most Promising Sales Managers to Queen’s Sales Management

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. Unfortunately, in many organizations, the sales function is not strategically aligned or lacks a well-articulated sales strategy.

Queen’s Sales Management Program is an intensive program that demonstrates how to develop an effective sales strategy, optimize your sales structure and performance, build and manage a high-performance sales team, and create value for your customers.

In the program, participants will learn to:

• Develop and implement an effective sales planning process at all levels – strategic, market, channel, territory and account
• Align marketing and sales strategy
• Assess the productivity of your sales organization and determine optimal size, structure and deployment
• Implement customer service tools and techniques that add real value for your customers
• Create strategic alliances with your customer to ensure long-term revenue
• Use coaching and performance management techniques to create a motivated and effective sales team
• Develop reward systems that are strategically aligned with corporate goals

As well, you will be demonstrating commitment to your employees, and contributing to a culture of mutual support and loyalty. Sponsoring an employee in Queen’s Executive Education programs is a sound business decision, and it is a great way to show promising managers that they don’t need to look outside the organization for opportunities that match their potential.

A corporate investment that yields immediate returns

Queen’s Executive Education programs are Canada’s most popular, and they are consistently ranked #1 in Canada and among the best in the world by Bloomberg BusinessWeek and Financial Times.

Our outstanding reputation rests in our ability to impart ideas, tools, and concepts that managers can apply to their own organizations. Our program alumni have told us that they were able to apply their learning immediately upon returning to the workplace and that the impact was substantial.
Developing talent from within
Case studies and business experience have proven that it’s better for an organization to develop its talent from within than to recruit from outside.

Nurture Your Best Talent
Many organizations compare the value of investing in executive education to the cost of hiring a new employee. A new hire might easily take two years to learn the business. In contrast, your current employee is already up to speed and contributing to the organization, clearly making Queen’s Executive Education programs the more cost-effective option.

Return on Investment
The return on your investment will be significant and quantifiable. From strategic alignment to cost reductions to improved customer interactions and more streamlined reporting systems, the opportunities are practically limitless.

Developing executives is what we do
At Queen’s, developing executives is something we do better than anyone else. We’ve been doing this for almost 35 years, and more than 3,500 organizations in over 60 countries have chosen Queen’s to help them develop their people. Why?

- A well-earned reputation for excellence
- Unrivalled experience in Executive Education
- An action-oriented learning model that incorporates case studies and experiential exercises
- Executive level customer support
- Superior networking opportunities
- Outstanding post-program support

Canada Job Grant
The Canada Job Grant Agreement is a key source of funding for employer-sponsored training and education. It enables employers to invest in their employees, with assistance from the government. For more information, visit your provincial government website and search for Canada Job Grant.

How much will it cost?
The cost of the 2-day Queen’s Sales Management Program is: $3,300.

Visit our website at ssb.ca/sales