What does it take to build, inspire, and lead a world-class sales team? The Certificate Program in Sales Leadership is designed to help you master the knowledge and skills you need to reach your fullest potential as a sales manager, sales coach, and sales leader. This highly-interactive and fast-paced program offers the latest thinking in sales leadership best practices—all in a blended learning format.

**The program benefits:**

- Explore proven techniques for improving sales force performance
- Master the tools for communicating and implementing sales force programs
- Learn how to benefit from Salesperson Lifetime Value (SLV) calculations
- Discover new ways to recruit, select, and develop your sales force
- Understand how technology enhances sales force performance
- Develop new skills in the area of emotional intelligence
- Best practices for building and launching a winning sales strategy

**The program faculty:**

**Stephen Young (Faculty Director)**

Steve teaches professional selling, key account sales, and sales management at Georgia State University. He retired in 2009 as the Senior Vice President of Corporate and Government Markets at Verizon Business where he was responsible for $10 billion in revenue supported by 3,500 employees across the United States.

**The Faculty Team (left to right)**

Everett Darby, Adjunct Faculty Member
Christopher Lemley, Assistant Professor
Laura Soscia, Adjunct Faculty Member

The reverse side of this brochure provides daily agendas and registration details.


**Pre-Program Online Content**

Welcome to the world of blended learning!

The Certificate Program in Sales Leadership is a four-day program with 2-1/2 days of live-classroom time at the GSU Buckhead Center in Atlanta and also ½-day of content completed self-paced online before you attend the program and another full-day of content completed self-paced online after the program.

**Day 1: Thursday**

Sales Strategy, Leadership and Customer Management

- **Note:** The online pre-work is an introduction to key concepts
- What is sales leadership? Why is emotional intelligence important?
- Understanding the new world of customer sophistication
- Building a powerful bridge between marketing and sales strategies
- Identifying the required structural and system changes
- Leading and implementing strategic change in the organization

**Day 2: Friday**

Converting the Sales Strategy into an Operational Action Plan

- Developing a Talent Management System—Recruitment, selection, development, and retention
- Reward Systems—Building incentive programs and identifying examples of disincentives
- Improving Sales Processes and Tools—Forecasting, pipeline management, win/loss reviews
- Introduction to the concept of developing Salesperson Lifetime Value (SLV) calculations
- Delivering Results—Setting meaningful sales metrics and methods for evaluating success

**Day 3: Saturday** (program ends at noon)

Best Practices for Implementing a Winning Sales Strategy

- Developing the framework for your new and improved sales strategy and operational plan
- How do we best apply what we’ve learned? How do we help each other?
- Panel Discussion: Sales Leadership and Innovation
- Presenting your new sales strategy to the class for feedback (webinar session, a month after program end)

**Post-Program Online Content**

Welcome to the Sales Leadership Online Community!

**Special Note:** Once you complete the classroom portion of the program you will be part of the new Sales Leadership online community that will provide more educational content that will help you reach your potential as a highly-respected sales manager, coach, and leader. The online community is powered by Jubi.

**Discounts**

- Early Bird Registration (5%)
- Companies Sending a Team, Non-Profits, and Military (10%)
- Past Program Participants (10%)
- GSU Alumni and Students (25%)
- GSU Full-Time Employees (50%)

**The Registration Process**

You can access full program details and register online at www.execed.gsu.edu

Begin by selecting Certificate Programs option and then Sales Leadership and then the Details/Registration tab

**For More Information, Contact:**

GSU Robinson Executive Education Center at 404-413-7300 or via email at execed@gsu.edu

**Disclaimer:**

Program content and instructors may change slightly due to new developments in sales leadership education.