



School of Business and Professional Studies

Advanced Sales Skills for the 21st Century

Mondays 6:00 – 9:30PM

Grimm Hall – Room xxx

Instructor – Don McNamara CMC

While many MBA graduates may never actually supervise or manage a sales force directly, they may find over time that the revenue generation function of a sales organization is part of their direct responsibility. This course is an extensive investigation into the skill set of the senior sales representative where the attendee will gain an advanced set of skills for improved effectiveness and productivity. Topics include: extraordinary sales skills, mastering the art of buy-in, consultative selling, product selling, exceptional communication skills, influencing buyer behavior, adding value to the sales process, strategic selling, financial justification and mastering a multi-call sales process.

Goals and Objectives: This course is designed for those sales professionals and sales managers who wish to continually improve and enhance their sales skill sets. Attendees will gain the knowledge and practice the skills that define the high achieving sales and sales management professionals. Sessions will be conducted with practical skill building exercises that can be used to immediately increase personal effectiveness and productivity. **Goals:** each attendee will be capable of entering a field sales position, manage a sales force and acknowledge the factors associated with running a sales team. Attendees will understand the perspective of the individual contributing salesperson, as well as the sales organization as a whole.

It will require highly interactive class participation and dialogue based upon instructor led combination of lecture (what to do) and modeling through role-playing (how to do it).

Qualities and Traits of Top Performing Sales Representatives

- ✓ **Good – Excellent Communication Skills**
- ✓ **Present a Professional Image**
- ✓ **Good Business & Specific Industry Knowledge**
- ✓ **Always Establish the Business Premise**
- ✓ **Use Appropriate Sales Techniques**

Don McNamara CMC, is an experienced sales management consultant, trainer, coach and professional speaker. With over 30 years sales experience from the field level to executive sales management, in his career he has been an individual contributor, corporate sales training manager, regional manager, national sales manager and vice president of sales. During this span he recruited, hired, trained and supervised over 1,200 sales persons and their managers. Don is a Certified Management Consultant (CMC), is widely published, and author of *Visionary Sales Leadership: How Senior Executives Can Erase Status Quo Myths and Build Superior Sales Organizations*.

