The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Who Should Attend:
This program is designed for managers and executives who define and communicate the strategic direction of sales for their organization, manage sales and distribution, recruit and develop sales talent, and budget for these activities. Directors, vice presidents, general managers and senior leaders in the sales function would be ideal candidates for this program.

Price/Registration:
$1995 – full tuition (includes materials, meals and certificate of completion)
$1695 – early bird registration (available when registration and payment are received one month prior to program start date)

To register contact Kristin St. Marie at stmarie@bus.msu.edu, (517) 353-8711 or (800) 356-5705 or online at broad.msu.edu/edp

Program Introduction:
Success in today’s hyper-competitive customer-centric environment demands a strategic mindset. Too often, sales are approached from a purely operational or tactical perspective. Competitive advantage is built by creating superior customer value, which requires understanding and aligning with customers’ strategies. Thus it follows that a firm’s sales leadership should be integrally involved in strategy formulation. This program is designed to provide participants with the knowledge and tools required to direct the sales function strategically, enabling the firm to build the market-based capabilities needed for business success.

STRATEGIC SALES MANAGEMENT:
BUILDING COMPETITIVE ADVANTAGE THROUGH VALUE CREATION

September 28-29, 2011
The James B. Henry Center for Executive Development
Michigan State University,
Lansing, Michigan

MICHIGAN STATE UNIVERSITY
Broad College of Business
Executive Development Programs

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Develop high-impact strategies that help achieve your sales goals

Faculty Instructor:
Doug Hughes, Ph.D.,
Assistant Professor of Marketing,
Broad College of Business

Schedule:

Day 1
9:00 a.m. – Introduction and Overview
12:30 p.m. The Strategic Sales Framework: Part 1
• Linking with business strategy
• Assessing the environment
• Analyzing customer segments
• Understanding the buyer perspective and buying dynamics

12:30 p.m. - Lunch
1:00 p.m. – The Strategic Sales Framework: Part 2
• Appraising competitors
• Assessing channel relationships
• Developing market-based capabilities and internal competitive advantage
• Identifying key leverage points and business implications

Day 2
8:30 a.m. – Customer Value Creation, Communication, and Delivery
• Defining value
• Sales and the value creation process
• Forging strategic relationships
• Managing transactional, consultative, and enterprise sales

12:00 p.m. - Lunch
1:00 p.m. - From Value to Competitive Advantage
• Structural considerations
• Human resource implications
• Control and evaluation practices
• Inter-functional coordination and collaboration
• Creating a winning sales culture

Key Learning Outcomes:
After attending this program, participants will be able to better:
• Understand the purpose and elements of sales strategy and its relationship with business and marketing strategy
• Analyze customer segments and develop appropriate selling strategies for each
• Identify and respond to dynamics in the macro environment, competitive landscape, and channels of distribution
• Formulate effective sales management strategies that build competitive advantage by creating, communicating, and delivering superior customer value
• Address ramifications to sales force structure, recruiting & selection processes, training & development practices, and control & evaluation systems

For more information, go to: broad.msu.edu/edp
Program content is correct at the time of printing, but may be subject to change.

Why MSU Executive Education?

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• Learn how to apply new processes to resolve business problems
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• Enhance productivity and profitability