Location:
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:
Individuals recently promoted into the role of sales manager or sales supervisor in both large and small companies, as well as other individuals seeking to improve their sales management abilities or gain additional insight into sales management fundamentals. This program is intended for people with direct reports or soon to be in a role managing and supervising sales managers.

Price/Registration:
$2395 – full tuition (includes materials, meals and certificate of completion)
$1995 – early bird registration (available through September 16, 2016)
To register contact Kristin St. Marie at stmarie@broad.msu.edu, (517) 353-8711 or (800) 356-5705 or online at execed.broad.msu.edu

“I feel like this program covered a lot of my biggest challenges and concerns. The group work and discussions were helpful to hear common themes and ideas on ways to address challenging issues.”

“Great program! I will use many of these topics in my daily job - very practical solutions to make improvements and enhance my performance and my team’s performance.”
Program Introduction:
A large percentage of sales supervisors and managers are promoted from within the ranks of the sales force. However, the competencies required for thriving in a managerial capacity and for driving sales team success are different than that required to be an effective individual sales performer. This program is designed to build the skills that new sales managers need to maximize organizational performance.

Key Learning Outcomes:
• Understand and harness the drivers of sales team performance
• Create a winning sales culture that maximizes the individual potential of sales team members
• Motivate your sales team to reach higher sales goals
• Increase the impact of team meetings and individual coaching sessions
• Enhance ability to attract, develop, and retain talent
• Strategically and tactically leverage information for sales success
• Efficiently manage time, prioritize effectively, and excel at the many facets of the sales manager role

Other Sales Programs to Consider:
Power, Influence and Negotiation: November 3-4, 2016
Strategic Sales Management: Building Competitive Advantage through Value Creation: October 20-21, 2016