**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:**
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, regional managers and senior leaders in sales function would be ideal candidates for this program.

**Price/Registration:**
$2395 – full tuition (includes materials, meals and certificate of completion)
$1995 – early bird registration (available through September 23, 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 enjoyed the case studies and opportunity to openly discuss those situations with others from different industries. I also really appreciated Professor Hughes’ openness to open dialogue and real world examples.”
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.

Past Participating Companies in Sales Seminars:

Acme Building Materials
Acument Global Technologies
Armor Express
BioMed Specialty Pharmacy
BridgeStreit Tire LLC
Cardinal Commerce Corporation
Cherry Creek Golf Club
Demmer Corporation
DENSO Int'l America, Inc.
DeWys Manufacturing Inc.
Duro-Last Roofing, Inc.
Electrical Components International
Extreme Tool & Engineering
Genesis Energy, LP
Grand Rapids Chair Company
Greenlee-Textron
HealthPlus of Michigan
I.H.S. Automotive
Insurance One Agency, Inc.
K.S Kolbenschmidt US, Inc.
Lacks Enterprises
MAPAL Inc.
Magna E-Car Systems
McDonald Modular Solutions, Inc.
mi Dental Association
Michigan Chamber of Commerce
Michigan Packaging
Michigan Public Health Institute
Omni Quality Assurance, LLC
Quality Aluminum Products, Inc.
Quality Edge
SME
Spartan Chassis, Inc.
St. John Providence
Stoneridge Inc.
Sunset Healthcare Solutions
Therma-Tru Doors
Thompson Reuters
UBS Financial Services
Ultimate Software

“Dr. Hughes has an excellent presentation style and provided a comprehensive explanation of the strategic sales process.”

Schedule:
Thursday, October 20, 2016
9:00–12:30 p.m.  It Starts (and Ends) with the Customer
• Introduction
• Strategic Sales Foundation
• Customer Segmentation & Analysis
• Managing Strategic Relationships
12:30–1:30 p.m. Lunch
1:30–5:00 p.m. Creating & Delivering Value
• Defining Value
• Buying Dynamics
• Value Creation Process
• Managing Transactional, Consultative, and Enterprise Selling
• External Assessment
Friday, October 21, 2016
8:30–12:00 p.m. Building and Leveraging Capabilities
• Internal Assessment
• Strategic Imperatives
• The Value Proposition
• Structuring the Sales Force
• Building & Equipping the Sales Force
12:00-1:00 p.m. Lunch
1:00-4:00 p.m. Developing a Winning Sales Culture
• Leadership
• Motivation and Compensation
• Performance Planning & Evaluation
• Service Mindset
4:00-4:30 p.m. Wrap-Up, Conclusions, Evaluation

Program content is correct at the time of printing, but may be subject to change.

For more information, go to: execed.broad.msu.edu

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

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

Other Sales Programs to Consider:
Maximizing Sales Team Performance: Transitioning from Individual Contributor to Sales Team Leader, October 13-14, 2016
Power, Influence and Negotiation: November 3-4, 2016

WHO WILL MAKE BUSINESS HAPPEN? SPARTANS WILL.