

# THE SALES EXCELLENCE INSTITUTE

## ABOUT US

The Sales Excellence Institute (SEI) was formed in 2004 at the C. T. Bauer College of Business as a result of the demand from corporations for sales research and training. Leveraging research, conferences and alliances, SEI empowers today's business professionals and executives to influence industry now. Its foundation is built upon research, executive education and degree programs.

## BENEFITS AND STRENGTHS

- Sales Leadership Certification from the University of Houston's Sales Excellence Institute
- Unique personal action plan and change contract based on the program follow-up webinar and personalized coaching session
- Cutting-edge sales leadership education rooted into SEI award-winning faculty and experts' knowledge and experience which made SEI the world's leading university in sales research and education
- SEI faculty have developed a comprehensive knowledge base of sales and sales management competencies and best practices to be shared with the program participants so that they can appraise, compare and perfect their sales performance within their own competitive environments
- An opportunity to network with peers and find solutions for common sales management

## FACULTY

### Amy Vandaveer

Clinical Professor in the Department of Marketing & Entrepreneurship and sales team coach in the Program for Excellence in Selling (PES), the nation's leading sales center. Teaching expertise & experience includes professional selling, SPIN sales technique, personal branding, communications, difficult conversations, and presentations. Certified training professional with 12 years of corporate recruiting, sales and marketing experience.

### Joel Le Bon, Ph.D.

Director of Professional Development and Marketing Professor. Recipient of 14 international research and teaching awards. Teaching expertise & experience includes advanced professional selling & sales negotiation, customer relationship management, marketing and sales management. 11 years faculty at ESSEC Business School in Europe and Asia. Three years strategic account manager with Xerox Corporation. Three years of sales and sales management roles in the media industry.

### Randy Webb

PES Director and Executive Professor. Recipient of two Bauer College and four EMBA outstanding teaching awards. Former President of Uncle Ben's, Inc. and Vice President of Sales at M&M Mars. Teaching expertise & experience includes corporate politics – EMBA, sales management and key account selling. 30+ years executive and sales management, consumer packaged goods industry.

### Carl Herman

Director of Executive Education and Executive Professor. Former Oracle Global Account Executive, Director and Senior Manager at KPMG Consulting and Vice President of Sales for US Multinational Oil Companies at Halliburton. Teaching expertise & experience includes advance professional selling, customer relationship management, key account selling and strategic selling – MBA. 30+ years executive and sales management, high technology and oil and gas industries.

"We were able to gain a deeper understanding of our importance to Key Customers, while learning to better negotiate, communicate and understand our higher level customers. The experience enabled all of us the opportunity to jump out of our comfort zone and utilize the skills we learned over the week in the role play exercise with the executive leaders. Our week at The University of Houston was powerful and has heightened our roles and our confidence as leaders."

**–Megan McGuire, Key Account Manager, 3M Health Care**

## CONTACTS

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The University of Houston is an EEO/AA institution.  
C. T. Bauer College of Business is an AACSB accredited business school.



# SALES EXCELLENCE INSTITUTE

EXECUTIVE EDUCATION

## Sales Leadership & Customized Programs

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

UNIVERSITY of HOUSTON | BAUER  
SALES EXCELLENCE INSTITUTE





# THE CHALLENGE

“Sales Team Management has been a neglected element of management training, yet the sales manager’s responsibility - managing the entire interface with the customer - is probably the most critical of all, in terms of ultimate success for the organization.” **–Czinkota, Kotabe and Mercer**

**GREAT SALES MANAGERS**

**Lead** teams that always achieve their goals

**Execute** corporate strategy

**Motivate** salespeople

**Hire, Train & Develop** the right people

**Create** a competitive advantage that drives individual results

**Provide** continuity and business acumen to create and maintain great customer relationships



# THE SOLUTION

## SALES LEADERSHIP CERTIFICATION OVERVIEW

SLC is a 5-Day Certification Program, which extensively covers sales managers’ needs, tools leadership skills required to achieve sales teams high performance goals. The program pays the content corporate SEI’s experience, expertise and insights from its global network of corporate sales leaders.

- The Sales Leadership Certification is best suited for:
1. High potential salespeople working to be promoted to sales manager
  2. Recently promoted sales managers
  3. Experienced sales managers looking to improve their knowledge through cutting-edge sales leadership education

The Sales Leadership program is offered three times a year in the months of January, May and August. See program dates and complete the application form at the following address:  
**[www.bauer.uh.edu/sei/executive-education](http://www.bauer.uh.edu/sei/executive-education)**

The sessions start at 8:30 a.m. and ends at 5:30 p.m. with networking and lunch breaks. The Friday session ends at 12 p.m. Most evening are free for you to network and work on program materials. The course also includes a Graduation Dinner where you will receive your Certificate of Sales Leadership and have ample time to network with other participants and the faculty.

# THE SALES LEADERSHIP CERTIFICATION

## A COMPREHENSIVE APPROACH

- Small group not exceeding 20 participants to ensure personal attention and productive interaction
- Online pre-training assignments
- Challenging lectures
- Video role plays
- Teamwork
- Workshops
- Leading guest speakers
- Personal action-plan and change contract
- Program follow-up webinar and personalized coaching session
- Online post-training blog community

## PROGRAM STRUCTURE AND CONTENT

DAY 1	<b>WHAT IS GREAT SALES LEADERSHIP?</b> <ul style="list-style-type: none"><li>• Your Sales Management Life Today</li><li>• The Sales Leader’s Real Job</li><li>• The Balance: Numbers vs. Relationships</li><li>• Time Management</li></ul>	DAY 4	<b>AUTHENTIC LEADERSHIP</b> <ul style="list-style-type: none"><li>• 5 Secrets of Authentic Leadership</li><li>• Motivation and Recognition</li><li>• Leading through Influence vs. Authority</li><li>• Thinking Big - Building Growth Strategies</li></ul>
DAY 2	<b>ADVANCED SALES STRATEGY</b> <ul style="list-style-type: none"><li>• Understanding your Market</li><li>• How Customers Buy</li><li>• Complex Decision Center</li></ul>	DAY 5	<b>PUTTING IT TO WORK AT WORK</b> <ul style="list-style-type: none"><li>• My Sales Leader Case Study</li><li>• My Change Contract</li><li>• My Action Plan</li><li>• My Progress Control</li></ul>
DAY 3	<b>POWERFUL SALESPERSON RELATIONSHIP</b> <ul style="list-style-type: none"><li>• Hiring, Training, and Development the Right People</li><li>• Advanced Communication Skills</li><li>• Coaching</li><li>• Performance Management</li></ul>	DAY 6	<b>POWERFUL SALESPERSON RELATIONSHIP</b> <ul style="list-style-type: none"><li>• The Post-Program Webinar</li><li>• My Personal Development Plan</li><li>• My Personalized Coaching Session</li><li>• My Action Plan Results</li></ul>

# INVESTMENT

- Tuition fee for the 5-day program: \$5,495
- Early Bird Registration: \$4,995 (Please refer to the program website for the early bird deadline).
- The tuition fee covers lectures, teaching materials,program follow-up webinar, three personalized coaching sessions, break refreshments, breakfast and lunch, and graduation dinner.

Accommodation is not included in the tuition fee. For participants’ convenience, hotel rooms can be reserved by the Sales Excellence Institute at the Hilton University of Houston which is located on campus.