MASTERING SALES:
A TOOLKIT FOR SUCCESS

Northwestern | Kellogg School of Management

EXECUTIVE EDUCATION

OVERVIEW

No one will argue that marketing, operations, and finance aren't important, but nothing happens until something gets sold. If sales are vital to a business, then individuals who can sell – themselves, ideas, product, solutions – are the key to success. Organizations are clamoring for high-impact sellers and we know what it takes to become one.

The Kellogg School of Management at Northwestern University has created a center that is dedicated to the science of sales, The Kellogg Sales Institute.

Craig Wortmann is a clinical professor of innovation and entrepreneurship at Kellogg and founder of the Kellogg Sales Institute. He brings more than 25 years of sales experience, having advised many of the world's leading organizations, such as Google, Kraft, and Starbucks, helping them build their sales teams into high-performing sales cultures.

If you operate in a sales capacity – or you are making a move into a sales career – you need to learn to become as efficient and as effective as possible. You need the knowledge, skill, and discipline to use every moment wisely. Over the course of ten weeks, you'll get a comprehensive look at the entire sales process – from the preparation phase through the contact phase, and finally, how to scale your sales by building the right sales and management habits.

Kellogg's Mastering Sales program delivers a comprehensive set of sales tools and techniques to enable individuals and teams to reach their full selling potential. You will not only improve your individual selling skills, but also learn best practices for recruiting, training, building, and managing high-performing sales teams.

About the Kellogg Sales Institute

The Kellogg Sales Institute, founded at Kellogg in 2018 by Craig Wortmann, has a mission to extend Kellogg's sterling reputation in marketing, negotiations, and communications into sales, and become known as the business school that develops the best sales leaders and talent anywhere in the world. Backed by the full strength of the Kellogg School of Management we are elevating the profession of sales by teaching our clients how to activate the habits of high-performance sellers to create tangible, global impact.

Who is this program for?

This program is designed for sales professionals who are individual members of a team and for those who manage a team or the sales function of a business. However, since we all need to sell ourselves and our ideas in one capacity or another, any professional who wants to become a more effective, confident seller will benefit from these techniques, including:

- Sales managers or executives looking to effectively coach your team and build a high-performing sales engine
- Entrepreneurs looking to build a sales team and acquire customers
- Business leaders who would like to be more persuasive and influential
- Business development professionals who play a role in sales and managing relationships
- Professionals making a horizontal career shift into sales from another functional role

To maximize impact, sales teams are encouraged to join as a team. Special pricing is available for group enrollments, contact group-enrollments@emeritus.org

"Armed with these expert moves of sales and your unique sales model, you can change the trajectory of your business and your life."

-Craig Wortmann, Executive Director

KEY TAKEAWAYS

In this program, you will:

- Learn proven techniques for being an effective salesperson, based on our research at the Kellogg Sales Institute, and from our direct experience with some of the most successful companies in the world, both B2B and B2C
- Put more than 30 different tools into practice, building a personal Sales Toolkit designed to help you at each phase of your sales process: preparation, contact, and scale
- Participate in an assessment of your current knowledge, skill, and discipline as a salesperson, and get a roadmap for how to develop meaningful, lasting habits for you and your team
- Learn best practices for recruiting, training, building and managing high-performing teams
- Apply the lessons from the program immediately to your professional and personal interactions
- Receive a Certificate of Completion from Kellogg School of Management for Mastering Sales

PROGRAM EXPERIENCE

Fireside Chats with Global Sales Leaders	3 Live Sessions with Craig Wortmann
30+ Tools for Your Sales Kit	Knowledge/Skill/Discipline Personal Assessment
Peer Learning & Feedback	Dedicated Program Support Team
Interactive Application Exercises & Capstone Project	Mobile Learning App

LEARNING JOURNEY

Over the course of ten in-depth modules, you will learn to apply more than 30 different tools into practice, building a personal Sales Toolkit designed to help you at each phase of your sales process: preparation, contact, and scale.

PREPARATION | CONTACT | SCALE

01 PAIN
Identify the pain your cutomer is feeling in such detail that you can crisply describe how your solution alleviates that pain

02 TARGET
Identify the narrow set of initial prospects, and who are you not targeting

03 LEADS
Engage initial targets in conversation

04 QUALIFY
Quickly gain an understanding of whether this person can do business with you by asking the right questions and by handling objections

05 FIT
Determine fit by telling the right story, at the right time, for the right reasons

06 PROPOSE
Customize your proposal based on the insights you've gained in your discussions to-date

07 CLOSE
Ask the question; "Are you ready to move forward?"

08 LOVE
Put tools and processes in place to delight your customer

09 LEAD
Build scale by leading people with deliberate practice and continuous feedback

10 MEASURE
Use dashboards and your North Star metrics to continuously tune the engine

KNOWLEDGE | SKILL | DISCIPLINE

PROGRAM MODULES

Over the course of ten weeks, you will get a comprehensive look at the entire sales process.

Module 1

Enhancing your Selling and Persuasion Skills: Knowledge, Skill, and Discipline

Discover the foundations of artful selling – knowledge, skill, and discipline – and how to combine these to become a high-performing salesperson.

Sales tools used: Knowledge, Skills, Discipline Assessment; Vitamin or Painkiller?; Walk and Talk

Module 2

Targeting: Stakeholder Mapping, Creating Personas, Planning Your Week, and Talking About Your Competitors

Learn how to Identify and filter your target market's specific pain points and create a clear vision of who your customers are. Develop your competitive talking points.

Sales tools used: Filtering your Target Market; Stakeholder Map; Competitive Talking Points; Weekly Cadence

Module 3

Lead Generation Tactics: Building Your Network, Cold Calls, Introductory Emails, and Proactive Pursuit

Explore how to develop a sales framework, qualify leads, put together talking points, schedule a cadence, and create a stakeholder map, prospecting script, and introductory email.

Sales tools used: Proactive Pursuit; Prospecting Script; Email Blueprint; Sales Conversation

Module 4

Nurturing Prospects: Qualifying Prospects, Listening and Asking Questions, and Acing the Meeting

Learn the questions that drive great sales conversations and qualify prospects quickly, using four different types of questions and three levels of listening.

Sales tools used: Personas; Qualifying Questions; Asking The Right Questions; Perfect Sales Meeting; Objections Matrix

Module 5

Telling the Right Story at the Right Time for the Right Reasons

Understand the power that stories play in persuasion, discover the four key types of stories, learn how to capture and categorize stories for the future to develop your "Story Matrix."

Sales tools used: Story Matrix; Story Canvas

Module 6

Presenting Like a Pro: How to Engage Your Audience and Win Business

Learn how to utilize personal presentation strengths and the "Four Ps" of presentation in order to make a compelling pitch.

Sales tools used: Presenting with Panache; Visuals/Placemats

Module 7

Team Selling, Getting Deals Unstuck, and Closing The Deal

Learn how to get a deal unstuck and understand that closing is simply the natural outcome of a sale done well.

Sales tools used: Getting a Deal Unstuck; Closing Well; Team Selling for Impact

Module 8

Going Above & Beyond and Delighting Clients

Discover the phase that follows the sale and the different tools that are required to truly delight your customers over the long term.

Sales tools used: Win/loss Debrief; Above & Beyond; Client Delight Index

Module 9

Giving Feedback, Optimizing Your Weekly One-On-One, and Building a Sales Culture

Examine the roles required for high-impact team selling and the critical role that feedback plays in the weekly one-on-one meeting.

Sales tools used: Giving (& Receiving) Feedback; Weekly One-on-one

Module 10

Putting Your Powerful Sales Toolkit into Action

Digest the key lessons, review learnings, and complete the individual capstone project designed to help you teach these tools to others.

Sales tools used: Knowledge, Skill & Discipline: Current Assessment; Learn. Teach. Do.; My Quarterly Dashboard

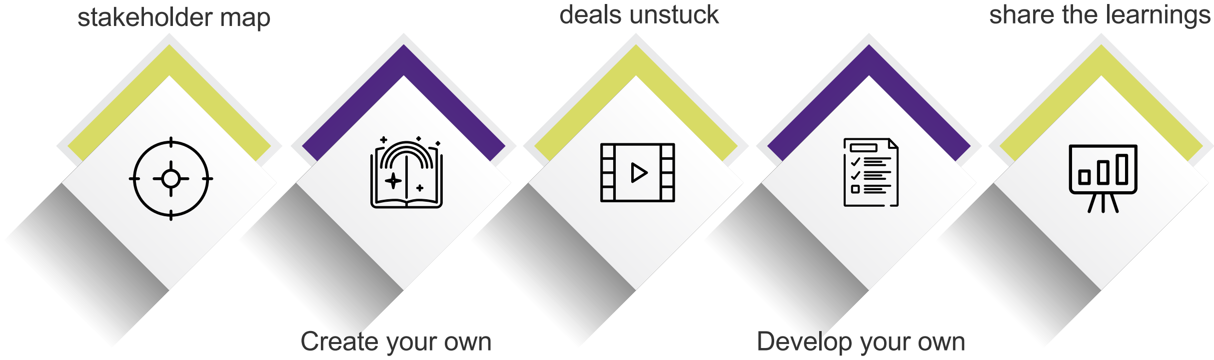
APPLICATION EXERCISES

The program includes multiple opportunities to apply the concepts learned. Participants will:

Develop your target personas and stakeholder map

Practice handling objections and getting deals unstuck

Complete a Capstone Project designed to share the learnings



Create your own prospecting script and “Story Matrix”

Develop your own win/loss debrief

SALES TOOLKIT

The Mastering Sales program features over 30 distinct sales tools participants can add to their skill set. These sales tools include:

Filtering Your Target Market

Mapping Stakeholders

Creating Personas & Qualifying Fast

Competitive Talking Points

Plan the Work, Work the Plan: Weekly Cadence

Proactive Pursuit: Turning Cold Calls into Warm Leads

Building Your Prospecting Script

Art of the Sales Conversation

Asking the Right Questions

The Perfect Sales Meeting Checklist

Objections Matrix

Closing Well

Getting a Deal Unstuck

Team Selling for Impact

Giving (and Receiving) Feedback

GUEST SPEAKERS INCLUDE

Helen Calvin
Chief Revenue Officer at Jellyvision, a software company that helps employees make better decisions about benefits and finances. Helen shares her perspective on sales leadership, hiring salespeople, and the four main characteristics she hires for.

Jim McAvoy
Founder and President of JWMcAvoy & Company, LTD. a firm that is solely focused on finding qualified leads for its clients. Jim is a cold calling expert. He'll reveal the secrets to converting a cold call into warmer territory. His session is often cited as among the most impactful sessions among MBAs who take this program.

Suzanne Muchin
Clinical Professor at the Kellogg School of Management and Co-founder and CEO of Bonfire, a distinctive leadership development program that equips women with the skills, inspiration and clarity they need to Matter More. She is also host of a popular podcast, The Big Payoff. Suzanne addresses gender differences in sales, dynamics of mixed-gender sales teams, as well as sharing frameworks for introverts and extroverts who thrive in sales.

Dan Pink
Dan Pink is the author of several best-selling books on business, work, and behavior. His TED Talk on the science of motivation is one of the 10 most-watched TED Talks of all time, with more than 20 million views. Dan shares the scientific secrets to timing from his best-selling book, *When: The Scientific Secrets of Perfect Timing* in regards to the sales process.

Thomas K.R. Stovall
Founder of Intention Mastery and Google Entrepreneur-in-Residence, Thomas conveys his powerful approach to attraction-based marketing and sales.

Prof. Andrew Sykes
Adjunct Lecturer of Innovation and Entrepreneurship at the Kellogg School of Management. Andrew holds over 25 years of leadership, organizational performance, and business development experience. He speaks on the art of creating high-impact habits for revenue-responsible leaders and teams. In his session, he tackles how to handle objections in a role play with Craig Wortmann.

PROGRAM FACULTY

Craig Wortmann

Clinical Professor of Innovation and Entrepreneurship, Executive Director of the Kellogg Sales Institute

Craig has been a professor, salesperson, and entrepreneur for more than 25 years. From IBM Corporation as the #2 performer in his year-long classical style sales training class, to a Dean Witter company covering three-quarters of the country selling to large retailers, Craig is an expert in all things sales. After earning his MBA from Kellogg in 1995, Craig joined the Forum Corporation and quickly became the firm's new product launch and client recovery specialist. In 2000, Craig was recruited to join start-up WisdomTools as its CEO which he sold to a larger firm in 2008.

He is the founder and CEO of Sales Engine Inc., a tools and services firm based on the belief that a company should treat sales as the engine of their business. As a professional speaker and sales advisor, Craig helps companies develop the knowledge, skill, and discipline necessary to build a successful sales engine. He is an Operating Partner to Pritzker Group Venture Capital, advises the Driehaus Private Equity group and sits on the board of Innovative Health, a Phoenix-based reprocessor of medical devices.

Craig joined the faculty of the University of Chicago's Booth School of Business in 2008. He designed, developed and taught the award-winning program called *Entrepreneurial Selling*, recognized by *Inc. Magazine* as one of the "Top Ten" programs in the U.S. He also taught one of the core entrepreneurship programs, *Building the New Venture*, and he developed Chicago Booth's *Building Leadership Capital* program, a four-day, in-depth executive leadership program for senior executives. He joined the faculty at Kellogg in May 2017.

He is the author of *What's Your Story?*, a book that looks at how leaders and sales professionals use stories to connect, engage, and inspire. Craig is also a columnist for Inc.com on the subjects of sales and entrepreneurship.

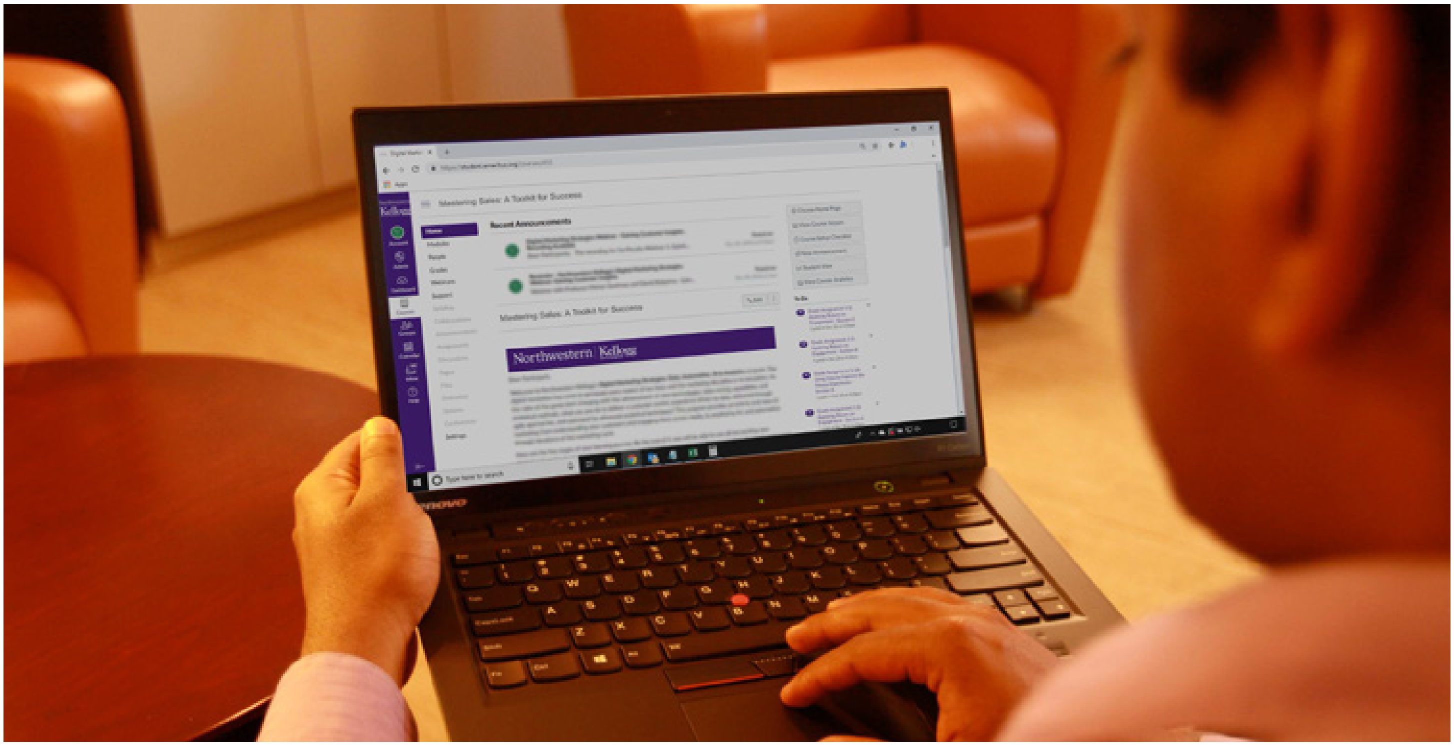
CERTIFICATE

Upon successful completion of the program, Kellogg Executive Education grants a verified digital certificate of completion to participants. This program is graded as pass or fail; participants must receive 80% to pass and obtain the certificate of completion.

After successful completion of the program, your verified digital certificate will be emailed to you in the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Kellogg Executive Education.

Note: This online certificate program does not grant academic credit or a degree from Kellogg School of Management.

THE LEARNING EXPERIENCE



Our programs are designed to meet the needs of individual learning styles, while also leveraging the power of peer learning. This is achieved through a user-friendly learning platform that enables participants to easily navigate the program content to achieve learning objectives.

Keeping it Real

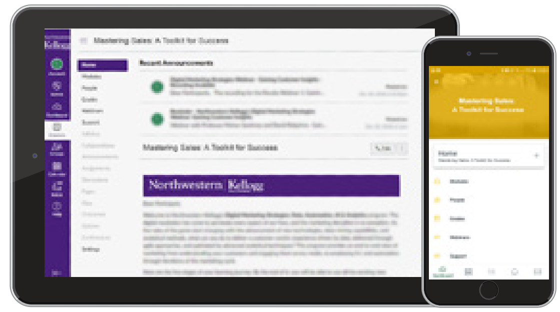
Our pedagogical approach is designed to bring concepts to life, including:

- Byte-sized learning techniques
- Individualized Assessment
- Real-world application
- Peer learning discussions
- Live, interactive teaching
- Fireside chats with global sales experts
- Video recorded role plays

Keeping it Convenient

Access to program content is flexible and available through multiple devices, allowing working professionals to easily manage schedules and learn remotely—anytime, anywhere. Participants enrolled in the program obtain access to learning materials in a modular approach, with new content released weekly. Program modules include a variety of teaching instruments, such as:

- Video lectures
- Discussions
- Class materials: articles



To further personalize the program modules, live teaching sessions are scheduled during the program, often with Q&A. For participants who are unable to attend these sessions live, a recording is made available so nothing is missed. Our industry-leading learning platform allows participants to create a profile, connect and collaborate with peers, and interact with academic/industry experts such as program leaders and teaching assistants. Assignments are often linked to participants' real-world situations, making concepts inherently practical.

Keeping it Interesting

Our globally connected classrooms enable participants to seamlessly interact with their peers to complete group assignments and stay on track toward program completion—having culturally enriching encounters along the way.

Program Requirements

To access our programs, participants will need the following:

- Valid email address
- Computing device connected to the internet: PC/laptop, tablet, or smartphone
- The latest version of their preferred browser to access our learning platform
- Microsoft Office and PDF viewer to access content such as documents, spreadsheets, presentations, PDF files, and transcripts

Other Requirements

Programs may necessitate the usage of various software, tools, and applications. Participants will be informed about these additional requirements at the registration stage or when the program begins. Our program advisors are also available to respond to any queries about these requirements.

ABOUT EMERITUS

Kellogg Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Kellogg.

Emeritus' approach to learning is based on a cohort-based design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on project-based learning. In the last year, more than 100,000 students from over 80 countries have benefitted professionally from Emeritus' courses.

DURATION

10 weeks, online
4-6 hours/week

PROGRAM FEES

$1,950

Easily schedule a call with a program advisor to learn more

SCHEDULE A CALL

You can apply for the program here

APPLY

CONNECT WITH A PROGRAM ADVISOR

Email: kellogg@emeritus.org

Phone: +1 847-469-1711

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