

# Professional Sales Management

Manage your sales team towards improved performance and profitability

## Would your people rather have you or your pay cheque?

CPSA's Professional Sales Management explores your role as a sales manager, specific skills, and concepts that will improve your performance in the 3 key areas of sales management: leadership, talent management, and business management. Through numerous workshop practice sessions, case study analysis and role play, you will learn the critical success factors of sales management.

### Who should attend

- Sales Managers and Directors who want to increase their team's performance and profitability
- Sales Managers who want to increase the value they deliver to their sales team and organization
- Sales professionals new to or considering a move to a management role

### Benefits

- Effectively communicate and translate the organization's vision for your sales team
- Implement change management techniques
- Stimulate your team by applying the Effective Sales Management process
- Produce a dynamic sales team that will differentiate your organization

## Content

- Roles of the Effective Sales Manager: add value as a strategist, business manager and talent manager
- Vision in Sales Leadership: align sales goals with corporate goals and values
- Managing Sales Performance: tools, methods and solutions
- Talent Management: recruit, hire and compensate

### 2011 CALENDAR

**Calgary** Oct 4-6

**Montreal** Oct 4-6

**Toronto** Mar 22-24 • Nov 1-3

**Vancouver** Oct 25-27

**CPSA Members Save \$100!**

**Register so that the answer will always be you, not your pay cheque.**

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