

Mastering Sales: A Toolkit for Success

Programs in collaboration with

Northwestern
Kellogg
School of Management

10 weeks



Learning Outcomes

- Learn research-backed and proven techniques for being an effective salesperson.
- Build personal sales toolkit to enhance sales process, using more than 30 different tools.
- Assess and develop sales skills and get a roadmap on how to develop meaningful, lasting habits for you and your team.



Modules

- Enhancing your selling and persuasion skills: knowledge, skill, and discipline
- Targeting: Stakeholder mapping, creating personas, planning your week, and talking about your competitors
- Lead generation tactics: Building your network, cold calls, introductory emails, and proactive pursuit
- Nurturing prospects: Qualifying prospects, listening and asking questions, and acing the meeting
- Telling the right story at the right time for the right reasons
- Presenting like a pro: How to engage your audience and win business
- Team selling, getting deals unstuck, and closing the deal
- Going above & beyond and delighting clients
- Giving feedback, optimizing your weekly one-on-one, and building a sales culture
- Putting your powerful sales toolkit into action



About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.