



Stephen Stagner
Sales Excellence Institute
C. T. Bauer College of Business

MASTER OF SCIENCE SALES LEADERSHIP

WORLD CLASS FACULTY

The Chronicle of Higher Education recently ranked Bauer #9 among leading research universities for scholarly productivity in marketing, and our executive faculty have 30+ years of sales experience



FLEXIBLE SCHEDULE

Synchronous and asynchronous classes to allow time for work and school



SALES FOCUSED CURRICULUM

Half the cost, half the time of a traditional MBA with 80% of curriculum focused on Sales



HANDS ON EXPERIENCE

Learn the latest in digital selling, strategic account management, digital transformation, sales enablement, customer relationship management and more



FOR MORE INFO

SCAN HERE!



APPLY TODAY!

Link: <https://www.bauer.uh.edu/sei/mba/>

CONTACT FACULTY FOR QUESTIONS

AMY VANDEVEER: AVANDAVEER@BAUER.UH.EDU
CARL HERMAN: CHERMAN@UH.EDU



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HERE'S WHAT OUR STUDENTS SAY

"To be able to get insight from high-level executives and pick their brain about how they handle business situations and then have a supportive cohort of classmates has been a benefit I didn't expect."

-Luis Guerra, Business Lines Senior Territory Manager at Liberty Mutual

"Pursuing a Master of Science in Sales Leadership to improve my leadership skills and further evolve professionally. I'm already putting it to use by helping to update sales processes within my company to be more effective and efficient."

-Ryan Quinn, Senior Account Manager, SI group

"I wanted to be the best sales leader I could be. I've found that the staff and faculty of MS-Sales Leadership are people I could learn from. They're professors with real-world experience who are helping me tap into my full potential."

-Andrew Robinson, Director of Sales at Winchester Interconnect

"I used information and skills learned from the MS-Sales Leadership courses to propose to that we hire BDR's and I led the four person team at my company. The skills I'm learning [are] definitely having positive results."

-John Harris, Sales Manager at Connection, Dell Technologies

"One of the best parts of the program is the cohort, I now have peers in leadership that are outside my company and industry, who have helped me understand best practices in their companies and industries. As one of our team said, 'the cohort is the secret sauce.'"

-Dave McLaurin, Director of Sales at Peak Southwest

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OUR CURRICULUM

FALL SEMESTER

Customer Relationship Mgmt: Prof. Carl Herman

- Benefits of a CRM strategy
- Potholes to adoption of the strategy and the technology
- Future of CRM

Digital & Inside Sales: Prof. Carl Herman

- Sell virtually
- Support a high volume (inside) sales environment
- Use social media to establish corporate and personal brand

Profitability & Cash Managt: Dr. Ed Blair

- Sales levers that impact profits and cash
- Read and assess the impact of financial statements
- Manage a budget to maximize profits

Business Communications: Prof. Amy Vandaveer Novak

- Birkman Assessment
- Create value in sales calls, meetings, and presentations, & build a strong online personal brand
- The importance of dialogue and how to have effective crucial conversations

SPRING SEMESTER

Sales Analytics Dr. Johannes Habel

- Novel methods of analytics can help you & your sales organization make better decisions
- Implement analytics by yourself, in collaboration with your company's data scientists, or using an external provider
- Lead the change & overcome resistance within your organization

Sales Leadership Profitability & Cash Prof. Carl Herman

- Strategies and methods for inspiring and focusing your sales team
- The role customer strategy plays in designing your sales organization
- How your market influences strategy and sales management
- The new rules for hiring, developing and coaching you sales team

MS Sales Challenge

- Identify situation or problem in your organization you want to work on to create a solution
- Work alongside faculty for consulting and advising
- Final project will be proposed to management

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SUMMER SEMESTER

Management Asynchronous Elective - Choose:

- Compensation and Benefits
- Diversity Management
- Effective Negotiations
- Global Leadership
- Leadership Development
- Managerial Issues
- People Analytics
- Organizational Power, Politics, and Culture

Sales Leadership Prof. Carl Herman

- Disruptive technology - implications for sales management
- Ethics, ethical leadership, and culture as emergent vectors of competitiveness
- Demographic shifts and their impact on sales management practice

MS Sales Challenge

- Sales operations and other similarly-focused functions with names like commercial effectiveness or "revops."
- Sales operations' role in sales planning and sales strategy development, its influence and impact on operating processes
- Survey of sales technology's primary areas of impact, new trends, and best practices in application.

CAREER PLAN

MS Sales Challenge

ASYNC. WINTER MINI SEMESTER

- Compensation and Benefits
- Diversity Management
- Effective Negotiations
- Global Leadership
- Leadership Development
- Managerial Issues
- People Analytics
- Organizational Power, Politics, and Culture

MS SALES CHALLENGE

1. Identify a significant sales problem or opportunity
2. Team up with the relevant faculty member
3. Create a solution
4. Present it to the faculty and student cohort

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APPLICATION PROCESS

1.CREATE AN APPLY WEB ACCOUNT

2.UPLOAD SUPPORTING DOCUMENTS

- RESUME
- TRANSCRIPTS
- LETTER OF RECOMMENDATION

3.PAY APPLICATION FEE

4.COMplete VIDEO QUESTIONS

5.COMplete LIVE INTERVIEW



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