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# STEPHEN STAGNER

SALES EXCELLENCE INSTITUTE

EXECUTIVE EDUCATION

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***SALES LEADERSHIP CERTIFICATION***

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON



## 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, and develop the right people
- Create a competitive advantage that drives individual rights
- 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 Stephen Stagner 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 STEPHEN STAGNER SALES EXCELLENCE INSTITUTE

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

## ***BENEFITS & STRENGTHS***

- A Sales Leadership Certification from the University of Houston's Stephen Stagner SEI
- 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 Stephen Stagner SEI award-winning faculty and experts' knowledge and experience which made Stephen Stagner SEI the world's leading university in sales research and education
- Stephen Stagner 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***

### ***CARL HERMAN***

Director of Executive Education and Executive Professor. Former Oracle Global Account Executive, Director and Senior Manager at KPMG Consulting and Vice President for the US Multinational Oil Companies at Halliburton. Teaching expertise and experience include advanced professional selling, customer relationship management, key account selling, and strategic selling - MBA.

### ***CRAIG MCANDREWS***

Professor of Practice 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 and experience include strategic territory planning, key account management, undergraduate recruiting, new business development, strategic partnerships, executive leadership, and sales coaching. 27+ years of business experience in sales, marketing, and C-level leadership.

### ***AMY VANDAVEER***

Senior Professor of Practice 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 and experience include 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.

### ***RANDY WEBB***

Executive Director and Executive Professor at the Stephen Stagner Sales Excellence Institute. Recipient of over a dozen teaching awards during his time at the Bauer College. Former President of Uncle Ben's, Inc. and Vice President of M&M Mars. Teaching expertise and experience include corporate politics - EMBA, sales management, and key account selling. 30+ years of executive and sales management experience in the consumer packaged goods industry.

# 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*

<b>DAY 1</b>	<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>	<b>DAY 4</b>	<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>
<b>DAY 2</b>	<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>	<b>DAY 5</b>	<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>
<b>DAY 3</b>	<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>	<b>90 DAY PLAN</b>	<b>PERSONALIZED APPROACH</b> Have one-on-one virtual meetings with a faculty member 15 days, 45 days, and 90 days after your training session to track your progress.

## 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.

“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

### CARL HERMAN

Director, Executive Education  
Stephen Stagner Sales Excellence Institute  
P: 713-743-4862  
Email: [cherman@uh.edu](mailto:cherman@uh.edu)

### JAREN COOPER

Program Manager, Executive Education  
Stephen Stagner Sales Excellence Institute  
P: 713-743-4740  
Email: [jcooper@bauer.uh.edu](mailto:jcooper@bauer.uh.edu)

C.T. Bauer College of Business at the University of Houston  
LeRoy and Lucile Melcher Hall  
4750 Calhoun Road, Room 334  
Houston, TX 77204-6021  
Location: Suite 365  
T: 713-743-0185 F: 713-7434572

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C. T. Bauer College of Business is an AACSB accredited business school.