Professional Selling and Business Development

Selling is not about peddling your wares. Selling is about building relationships, understanding customer needs, and deciding how to improve products and services to meet those needs. In this course you will learn the skills to effectively communicate, build and foster relationships, network effortlessly in different settings, and grow as a team leader through the art of selling.

Are you an innovator but find that you’re uncomfortable selling your ideas? Do you ever have difficulty commanding the attention of superiors in your organization? Do you know how to effectively differentiate the services you provide from those of your competitors? Do you know whether you are actually listening to and addressing your customers’ concerns? Do you efficiently nurture existing customer relationships?

Selling is at the heart of any commercial enterprise, whether a small start-up or a multi-national corporation. This course will strengthen your effectiveness at communicating. It will provide you the personal selling tools to elevate your confidence and self-presentation, identify critical relationship building opportunities, and develop actionable sales plans. Through case analyses, readings, team-based exercises, and real-world simulations, you will acquire skills that can enable you to become: an active listener, a trusted partner, a value generator, and a sales team leader.

By the end of the course you’ll develop a personal selling toolkit. You will leave with adeptness to use key communication techniques with your organizational colleagues and customers to sell your ideas, increase revenue, foster relationships, and advance your career.

TAKEAWAYS

- Effectively make first impressions in sales meetings.
- Perfect multiple elevator pitches for different environments.
- Practice developing and executing successful sales plans for selling within large enterprises.
- Learn how to build trust with your clients.
- Expand your understanding of the tools firms use to develop long-term partnerships with customers.
- Properly recognize and address customer concerns before they become problems.

WHO SHOULD ATTEND

- Aspiring and established entrepreneurs.
- Professional service leaders including attorneys, accountants, financial advisors, and consultants.
- Experts in technology and other functional areas who support sales teams.
- Managers who want to help their organizations increase sales and improve their own opportunities for advancement.
- Executives who want to more effectively develop, mentor, and lead their sales teams.

For more information, please contact:

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Course Instructors

Linda Brennan, Ph.D.

Linda Brennan is Professor of Management at Mercer University Stetson School of Business and Economics. She conducts research and consults in the areas of project management and process improvement, including professional selling and business development. She has been published in more than twenty journals and in several scholarly texts. Dr. Brennan’s prior work experience includes management positions at The Quaker Oats Company and marketing and systems engineering experience with the IBM Corporation. Consulting clients have ranged from Fortune 100 companies, to a Chinese conglomerate, professional services firms, and not-for-profit enterprises.

She received her Ph.D. from Northwestern University, an MBA from the University of Chicago, and a B.I.E. from the Georgia Institute of Technology.

Bob Easter

For over 30 years, Bob Easter has been selling himself, his ideas, and solutions to meet his clients’ needs. Working with companies large and small, selling both products and services, and satisfying clients around the world has enabled him to build the skills to be successful and to assemble them for executive education delivery. Previous clients include UPS, IBM, Goodwill Industries, a middle market law firm, and a state-wide construction company. Bob earned a MBA in Marketing and Finance from Northwestern University and a BS in Finance from the University of Illinois.
Course Schedule and Topics

**Day 1**
- First Impressions: Networking
- Trustworthiness and Risk-Taking Behavior: Case Study
- Charisma: Video Demonstration and Practice
- Communication Skills: Listening Exercise
- Video Feedback: Elevator Speech
- Process Overview: Video Demonstration
- Understanding the Buyer: Role Play
- Preparing for the Sales Encounter

**Day 2**
- Creating and Communicating Value: Role Play
- Addressing Concerns and Earning Commitment: Case Study
- Video Feedback: Sales Dialogue
- Expanding Customer Relationships: Case Analysis
- Contact and Customer Relationship Management: Video Demonstration
- Sales Management and Account Planning
- Video Feedback: Making Connections
- Creating an Action Plan