

# DARDEN

Executive Education

## Strategic Sales Management

Washington, D.C., Area



**#1 Faculty**  
in the world, as  
ranked by *Financial  
Times* for Executive  
Education Open  
Enrollment

# Strategic Sales Management

Washington, D.C., Area

Master the concepts crucial to victory in the contemporary marketplace. Enjoy one-on-one interaction with and feedback from experts in the field. Transform your sales department into a strategic asset.



## PROGRAM OVERVIEW

Where sales meets strategy: *Strategic Sales Management* delves into the big-picture concepts and practical execution behind how to make a sales organization prosper beyond the short term. Participants will gain a clear understanding of how to align sales activities with the goals of a firm, motivate a sales force, manage the tension that exists between marketing and sales, develop comprehensive sales strategies and integrate a go-to-market strategy with an overall organization strategy.

## WHO SHOULD ATTEND

- Sales leaders
- Executives who rely on the sales function to meet profit and revenue goals
- Presidents of smaller businesses

## TOPICS

- Aligning Sales Strategies With Corporate Revenue Targets
- Developing Profitable Customer Relationships
- Strategic Account Management
- Designing Solutions for Enterprise Customers
- Motivating the Sales Force
- Understanding the Major Accounts Buying Process
- Developing Metrics and Tracking Sales Performance
- Pipeline Management
- Integrating Sales and Marketing

## KEY TAKEAWAYS

- Enhance relationships among strategy, sales management systems, performance metrics and selling behaviors.
- Gain a deep knowledge of sales management systems designed to support sales managers.
- Integrate Customer Value Proposition (CVP) into strategies, both as a central business skill and a competitive advantage.
- Master the way in which sales activities comprise one element of an integrated go-to-market strategy and broader corporate strategy.
- Recognize the challenges and opportunities inherent in building a responsive and customer-focused organization.
- Enhance understanding of the effect that technology has on sales strategy.
- Improve performance by clarifying the roles played by marketing and sales in implementing marketing strategies.

“I’d recommend it to others in my organization and certainly not to my company’s competitors.”

— **Paolo E. Colombi**  
Vice President, International Sales  
GeoEye Inc.

# THE FACULTY TEAM

## THOMAS J. STEENBURGH

Faculty Leader

**John L. Colley Research Professor of Business Administration  
University of Virginia Darden School of Business**

An expert in B2B marketing and sales, Steenburgh came to Darden in 2012 from Harvard Business School, where he chaired the B2B Marketing Strategy executive education program. His cases are used in business schools worldwide, and his research addresses questions that help managers measure the effectiveness of their sales and marketing strategies. He previously worked in marketing and operations at the Xerox Corporation.



## MICHAEL AHEARNE

**Bauer Professor of Marketing and Executive Director of the Sales Excellence Institute  
University of Houston**

Ahearne is a world-renowned authority in the area of B2B sales force research. He heads the Sales Excellence Institute, a leader in sales education and research. His book, *Selling Today: Partnering to Create Value*, is the highest grossing professional selling text in the world, with copies distributed in more than 40 countries. He worked for Eli Lilly and Co. in sales operations/market research and pitched for the Montreal Expos in a previous life.



## NEIL RACKHAM

**New York Times Best-Selling Author**

Rackham has built a strong international reputation in the global business community as a speaker, writer and thinker on sales force effectiveness. Three of his books have appeared on *The New York Times* best-seller list, and his works are translated into more than 50 languages. His classic book *SPIN Selling* is widely credited with starting the consultative-selling movement. He has been chair and CEO of three international research and consulting firms, including Huthwaite, which he founded. He is visiting professor at three universities, and his present research looks at the integration of sales and marketing and at emerging issues in large complex sales.



## ROBERT E. SPEKMAN

**Tayloe Murphy Professor of Business Administration  
University of Virginia Darden School of Business**

An internationally recognized authority on B2B marketing, supply chain management and strategic alliances, Spekman has published extensively in these areas, including seven books and numerous articles and case studies. In addition to teaching for nearly 40 years, he has consulted for many businesses on marketing topics, with an express interest in “messy” problems that cross business functions.



Take yourself and your organization to higher levels of performance through Darden Executive Education at the University of Virginia. Thanks to its founder, Thomas Jefferson, UVA is the cradle of independent and innovative thinking in America. We believe great leaders never stop learning and that great organizations never wait to move forward.

Through our custom and open-enrollment programs in Charlottesville, Virginia, Washington, D.C., and around the globe, we equip you and your team for the higher-level strategic thinking and decision-making necessary to imagine tomorrow.



# STRATEGIC SALES MANAGEMENT

**Program Length**

4 days

**Fee**

\$4,900

**Registration**

[www.darden.virginia.edu/executive-education](http://www.darden.virginia.edu/executive-education)

**Location**

Washington, D.C., Area

**Additional Information**

+1-434-924-3000

**Certificate**

Counts as one week toward a Certificate of Specialization



## DARDEN EXECUTIVE EDUCATION CERTIFICATE OF SPECIALIZATION

**Build Your Professional Credentials in a  
Timely and Cost-Effective Way.**

Darden's certification program provides you with the opportunity to become credentialed in leadership and management specialties, with a curriculum tailored to your career. You can earn a certificate by attending four open-enrollment programs that are most relevant to you — this program counts as one week toward a Certificate of Specialization.

For more information, please visit:  
[www.darden.virginia.edu/Executive-Education/  
Certificate-Programs/](http://www.darden.virginia.edu/Executive-Education/Certificate-Programs/)

## GENERAL INFORMATION

**Registration:** Registration may be completed online or by phone. Confirmation of acceptance will be sent upon receipt of registration form.

**Fee:** \$4,900. The fee includes tuition, course materials and certificate of participation. Darden Executive Education accepts payment by check, American Express, MasterCard and Visa. Payment is due upon receipt of invoice and/or acceptance into the program. Special offers may be available for organizations sending multiple participants; please call or write for details on how Darden can collaborate with your institution.

Please visit [www.darden.virginia.edu/executive-education](http://www.darden.virginia.edu/executive-education) for upcoming program dates.

[www.darden.virginia.edu/executive-education](http://www.darden.virginia.edu/executive-education) • [Darden\\_Exed@arden.virginia.edu](mailto:Darden_Exed@arden.virginia.edu)  
+1-877-833-3974 U.S./Canada • +1-434-924-3000 Worldwide

