

Kellogg Sales Institute

2022 Menu of offerings

Online Learning - Kellogg Mastering Sales: *A Toolkit for Success* & Kellogg Sales School

Sales are vital to a business and individuals who can sell – themselves, ideas, products, services, and solutions – are the key to any organization's success. And success in sales is built on a foundation of knowledge, skill, and discipline. Choose from two of our highly-rated online courses, produced in partnership with Emeritus online education, to gain a comprehensive view of the entire sales process – from preparation through contact and on to scaling – by building critical, high-impact sales and management habits that lead to success. Through each module you'll acquire the tools and techniques needed to improve your own sales skills and learn best practices for recruiting, training, building, and managing high-performing sales teams. *(To maximize impact, sales teams are encouraged to participate as a group. Special pricing is available for group enrollments!)*

LENGTH OF PROGRAM: 10 weeks & 18 weeks respectively

Sales Boot Camp Series

The Sales Bootcamp Series is an experience designed by and for revenue-responsible sales leaders, sales professionals, and CEOs. It is based on two of the most popular MBA and Executive MBA courses at the Kellogg School of Management. Each Masterclass in the series is grounded in what we know from research about how the foremost experts in sales balance three critical elements - knowledge, skill and discipline - to consistently operate at peak performance. We will build confidence, competence, and resilience within a structure that allows for great conversation and a lot of fun! Current series offerings include: Sales Masterclass, Entrepreneurial Selling, Discovery Series, Energy Series, Story Series, Book Club Series, Presenting and Delivering Series.

LENGTH OF PROGRAM: five 2-hour sessions (*Sales Masterclass series is 10 sessions*)

Custom Sales 3-Day Intensive

The Kellogg Sales Institute will develop and facilitate a three-day bespoke program to members of your company who you identify as revenue responsible. Currently available in live-virtual format only, each program will be tailor-made to the opportunities for learning and growth at your organization. This intensive sales course will stretch your resilience muscles while you learn and practice new skills and disciplines with your teammates. Topics can range from proactive pursuit to running high-impact meetings. Total cost will include discovery work to create a specific-to-client experience.

Keynote/Conference Speaker

Whether you are seeking an energetic and inspirational opening to your offsite meeting or want to strengthen the rigor of your conference by bringing in an expert from a top business graduate school, the faculty of the Kellogg Sales Institute can deliver and delight. Most conference and training content is forgotten the minute audience members return to their desks and we want to partner with you to create an unforgettable experience that will facilitate a better way of thinking, and more importantly, a better way of *doing*. We incorporate the needs and make-up of your audience, as well as the higher-order purpose of your gathering into our address to ensure that your audience has a memorable and actionable take-away from your program.