

# Selling Yourself and Your Ideas

Become a magnetic and unstoppable sales leader

**In-person**  
Dec. 1-4, 2025  
Miami Campus  
\$8,750\*

**Selling Yourself and Your Ideas** is a program that will force you out of your comfort zone, helping you develop the knowledge, skills and discipline needed to **show up, stand out and break through** in every room you're in.

After three fast-paced days with us, you will develop:

- A refined set of **communication skills, disciplines and tools** that will make you a stronger, more powerful communicator.
- The ability to **recognize and adapt to different communication styles** for success in your daily professional and personal interactions.
- The **agility to adjust your approach** to different methods of communication.

The program combines three main elements for powerful impact:

- **Research-based, field-tested content:** Gain proven strategies and insights that have driven success for some of the largest and most successful companies in the world.
- **Activation:** Equip yourself and your teams with tools from the Kellogg Sales Institute, enabling you to adopt the habits of high performers.
- **World-class faculty:** Learn from our highly rated, award-winning faculty — experienced executives, entrepreneurs, CEOs, salespeople and venture capitalists.

Dive into a dynamic learning experience that pushes you beyond your comfort zone — enhancing your ability to connect, persuade, and inspire across all facets of your professional and personal life.

## Key benefits

- **Develop powerful communication skills:** Learn the art of persuasion to successfully convey your ideas and inspire action.
- **Build stronger relationships:** Learn techniques for building trust and rapport with diverse audiences.
- **Enhance personal branding:** Craft a personal brand that stands out and tells your unique story.
- **Achieve communication agility:** Adapt your communication style to different scenarios and audiences with confidence.
- **Engage and inspire:** Use storytelling and strategic messaging to capture and retain attention.
- **Overcome communication barriers:** Identify and address common obstacles to efficient communication, ensuring your message is heard *and* understood.

## Who should attend

This program is ideal for:

- Executives and leaders seeking to improve team engagement and leadership communication.
- Sales professionals looking to enhance their influence and communication skills.
- Entrepreneurs focused on articulating their vision and ideas more compellingly.
- Individuals seeking effective positioning as they transition to new roles or industries.
- Consultants and advisors looking to elevate their client interactions.
- Customer success managers and leaders working to foster stronger client relationships.

Learn more and register: [kell.gg/kxselling](https://kell.gg/kxselling)

\* Your in-person program fee includes accommodations, meals and course materials.  
Dates and program fees are subject to change.

## Program content

### Become an authentic communicator

- Ask the right questions
- Listen to understand
- Manage difficult conversations
- Data Visualization: leverage the brain's visual system to tell stories with data

### Build trust and credibility

- Making a good first impression
- How to communicate your Origin Story
- Create a connection with your audience

### Shape your personal brand

- Why your brand is your promise
- Establish your expertise
- Stand out on LinkedIn

### Create a powerful network

- Develop your executive presence
- Establish authority and confidence
- Be a magnet for the right people

### You: The storyteller

- Tell the right story at the right time for the right reason
- How to communicate, motivate, and persuade through story
- Become more engaging, memorable and effective

**“Being able to attend this majestic and genius program was a forever life-changing experience. Craig and the KSI team can transmit their energy in a sort of magical, crafted journey. This is not an ordinary ‘sales’ class and words won’t do enough justice to what I learned and lived through those 3 days. After this course I’m able to understand from a very different perspective how you can become an unstoppable person and thus thrive in your life and in business. You will never regret taking this course, you might regret *not* taking it.”**

MANUEL CHICO, BOARD MEMBER, SUPERGAS

## The faculty



**Craig Wortmann**  
Academic Director;  
Clinical Professor of Marketing;  
Founder & Academic Director of the Kellogg Sales Institute



**Steven Franconeri**  
Professor of Psychology, Weinberg College of Arts & Sciences; Professor of Design, McCormick School of Engineering (Courtesy); Director, Northwestern Cognitive Science Program; Professor of Marketing (Courtesy)



**Tiana S. Clark**  
Adjunct Professor of Executive Education



**Andrew Sykes**  
Adjunct Lecturer of Innovation and Entrepreneurship



### Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

*Please note: Faculty is subject to change.*

Learn more and register:  
**[kell.gg/kxselling](https://kell.gg/kxselling)**

Consult with an Advisor:  
**[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018**