

SALES GROWTH CERTIFICATE

eCornell LSM564	Sales Negotiation to Maximize Value	0
eCornell LSM565	Managing Sales Performance for Growth	0

Program Description

This five-course certificate provides sales managers with the skills needed to build an actionable roadmap for driving sales growth. Learn how to conduct micro-market analysis to find hidden and unique opportunities, discover strategies to streamline your go-to-market process to increase face time with the highest-priority clients, and focus your value proposition for higher conversion rates.

Based on the book *Sales Growth: Five Proven Strategies from the World's Sales Leaders*, authored by experts at McKinsey & Company, the courses translate insights from 150 sales leaders into clear and practical guidelines for action. These tools and strategies provide a foundation in key frontline sales concepts to drive real growth in your company.

Key Takeaways

- Find the right pockets of growth in your market
- Identify top opportunities
- Segment your customers to focus your search for better sales growth
- Manage and maximize your time spent selling
- Develop the skills to prioritize your accounts
- Tailor your value proposition to specific customers
- Drive growth through account planning
- Conduct an effective sales call to negotiate maximize value
- Convey an understanding of how to drive value beyond price
- Track and manage sales performance

What You'll Earn

- Sales Growth Certificate from Cornell Johnson Graduate School of Management
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Sales representatives
- Sales managers
- Account managers
- Organizational leaders who want to better understand sales team strategies

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Sales Growth Certificate (<https://ecornell.cornell.edu/certificates/leadership-and-strategic-management/sales-growth/>).

Courses

Code	Title	Hours
eCornell LSM561	Discovering Sales Growth Opportunities	0
eCornell LSM562	Getting the Most From Your Sales Efforts	0
eCornell LSM563	Winning With Your Key Accounts	0