

lead & learn

Centre for Continuing & Distance Education

- After years with the same company, **Ken** took a bold step forward and launched K21 Graphics & Printing. He took **Professional Selling: Skills For Sales Success** to help grow his client base.

Photo by David Mandeville



The Professional Selling course was well organized and well presented. It provided me with the sales knowledge and techniques that have empowered me to enter the marketplace with the necessary tools to sell my business services with confidence.

Ken Cahill, K21 Graphics & Printing

Business & Leadership Programs, University of Saskatchewan

■ Professional Selling: Skills for Sales Success

Tools and strategies to help you grow your client base

January 18–20, 2012

Become your customers' indispensable business partner.

Professional Selling is based on valid sales research and developed in conjunction with Human Resources and Skills Development Canada. You will learn how to use consultative selling techniques and practice them through role playing, group exercises and business case studies. You will develop a step-by-step process for acquiring and retaining customers. Learn to

- identify challenges facing sales professionals and acquire skills to meet those challenges,
- demonstrate tactical, strategic, and self-management skills,
- produce tangible returns by increasing your professional sales skills and expand your opportunities, and
- prepare for the Canadian Professional Sales Association (CPSA) Certified Sales Professional (CSP) designation.

This course serves as a preparatory program for the Canadian Professional Sales Association for the CSP designation.

Instructor: Fred Matiko, CSP, BAC, has extensive experience as a sales representative, manager, and consultant. He has facilitated sales training programs across Canada and has taught this program for more than fifteen years.

Dates/Time January 18–20, 2012, 8:30 am–4:30 pm

Location Room 225, Williams Building
University of Saskatchewan
221 Cumberland Avenue North

Fee \$920 plus GST (includes materials)

Register online or call 306.966.5539.
For information, call 306.966.1654 or
email business.leadership@usask.ca.



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REGISTRATION FORM



Business & Leadership Programs, University of Saskatchewan

Professional Selling: Skills for Sales Success

January 18–20, 2012

Registrant Information

Name _____

Organization Name _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Home phone _____ Business Phone _____

Cell _____ Fax _____

Email _____

Please invoice the following organization:

Organization Name _____

Organization Contact _____ Business Phone _____

Organization Address _____

Organization Email _____

City _____ Province _____ Postal Code _____

PO# _____

Payment Information (please include the 5% GST)

Total Amount Due _____

If GST exempt, please provide GST number _____

Method of Payment

- Cheque (payable to the University of Saskatchewan)
- MasterCard VISA American Express

Card Number _____ Expiry Date _____

CVD/CSC # _____

Card Verification Data/Card Security Code: the three- or four-number security code on your card.

Name of Cardholder (please print) _____

Signature of Cardholder (please sign) _____

Register online Or

PHONE 306.966.5539 Or

FAX completed form to 306.966.5567 Or

MAIL completed form with payment/invoice to:

Centre for Continuing & Distance Education (CCDE)

Registration Office

University of Saskatchewan, Williams Building

237-221 Cumberland Avenue North, Saskatoon, SK S7N 1M3

Cancellation Policy

For information on program refunds and cancellation policy, please visit

ccde.usask.ca/learntolead