

## The RBI Certification in Sales Leadership

**Duration: 8 Days**

This certification program utilizes a blended learning approach that includes self-study, workshop, field work assignments and measurement. Individuals who complete the RBI Certification in Professional Sales obtain 8 CE units.

The Certification in Professional Sales consists of 3 core learning modules:

### **Module 1 – Strategic Sales Planning**

**2-Days – 8:00 am - 4:00 pm**

Successful companies focus their efforts strategically by having a vision, mission and a strategic direction. As a sales leader your primary function is to ensure that your organization stays on track by planning and executing your sales plan.

### **Module 2 – Executive Communication Skills**

**2-Days – 8:00 am - 4:00 pm**

In order to optimize sales performance, sales leaders must be able to effectively resolve issues. This workshop challenges participants to examine their communication effectiveness as it relates to persuasion, navigating and overcoming roadblocks, managing conflict, and negotiating success.

### **Module 3 – Behavioral Interviewing Skills**

**2-Days – 8:00 am – 4:00 pm**

This workshop provides a practical and proven method for selecting and interviewing new sales representatives who possess the core competencies of high performing sales representatives within your organization or business unit.

### **Module 4 – Coaching for Improved Sales Performance**

**2-Days – 8:00 am – 4:00 pm**

Successful sales managers apply coaching skills and techniques during their everyday interactions with their direct reports and in scheduled coaching sessions. To further your coaching skills, you'll learn to apply the recommended coaching approach to the designated performance issue and create a measurable action plan.

### **Delivery Method:**

**Pre-work:** Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments, application exercises and fieldwork
- On-line classroom and guided discussions facilitated by an RBI faculty member
- Project work and receive feedback from an RBI faculty member

**RBI Lab Experience:** Upon completion of the pre-work component, participants will attend a total of 8-days at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing (which is captured on DVD)
- Feedback and coaching by RBI Assessors
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

**Measurement:** Program effectiveness is measured at 21, 60 and 90 day intervals.