

## **SALES LEADERSHIP CERTIFICATE PROGRAM**

A PARTNERSHIP BETWEEN THE UNIVERSITY AT BUFFALO,  
MILLARD FILLMORE COLLEGE, AND  
BUFFALO NIAGARA SALES AND MARKETING EXECUTIVES

**Does your organization suffer from these common problems:**

Finding and hiring the right person for the job  
Performance improvement  
Coaching, Mentoring & supervising  
Dealing with workplace politics and conflict;  
Managing change and its consequences  
Finding good fit customers;  
Understanding and applying the numbers appropriately

**The solution:**

**SALES LEADERSHIP CERTIFICATE PROGRAM:**

This comprehensive program will increase your effectiveness and maximize the contributions you may make in this role, enabling you to effectively manage and lead a sales organization. 42 hours of classroom instruction and best practices providing 4 Continuing Education Units (CEU's).

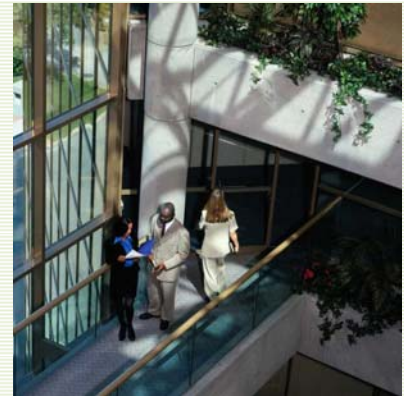
**Who Should Attend:**

Effective sales management is the cornerstone to any business enterprise. This series of Seven 6-hour workshops leads to an in-depth understanding of sales management and leadership. This program is designed for those with little or no knowledge of the sales management function, or as a useful update for those more experienced in the field. By the end of these workshops, participants will have a thorough understanding of all aspects of sales leadership and will be able to implement, manage and direct the most critical aspects of sales management functions without supervision.

**Cost:** \$1995 per participant. This fee does not include the required books. Please call for details.

**Schedule of classes:** Classes are held Fridays from 11-5 on the following Seven Fridays; Nov 20, Dec 18, Jan 15, Feb 19, March 19, April 16, May 21.

*Improve the production of your organization by providing the tools your sales managers need to succeed!*



**Classes start Fall 2009  
Seats are limited, so  
register now!**

For more information or to register for classes visit our website at:

**<http://www.mfc.buffalo.edu>**  
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A partnership with:

