



Mastering Sales & Sales Leadership

A Professional Development Program with Craig Wortmann

[View Craig's Introduction Video](#)

Author, Professor and Entrepreneur Craig Wortmann, a Clinical Professor of Innovation and Entrepreneurship at Kellogg Graduate School will kick-off our 2021 NEMRA Conference with a hard-hitting sales education program.

The *Mastering Sales & Sales Leadership* program covers various key topics that enables you to grow into an expert salesperson and sales leader.



- 3-hour Live Session at NEMRA21
- Mastering Sales: A Toolkit for Success
 - Online curriculum with 6 modules spanning 12 weeks
 - Just-in-time learning and practice supported by more than 170 of Craig's videos on topics ranging from:
 - The mindset required to be an expert salesperson and sales leader
 - Proactive pursuit
 - Qualifying
 - Handling objections
 - Presenting with panache
 - Closing and telling the right story at the right time, for the right reasons
- Culminating with a 3-hour Live Session at NEMRA22

Be sure to sign-up during Conference Registration. Program fee is \$3,850 and will be reflected in your total conference fee.