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.