

2021 Mastering Sales Curriculum

Presented by NEMRA & The Kellogg Sales Institute
Comprehensive Program Overview



NEMRA CONFERENCE 2021

Kellogg School of Management Professor, Craig Wortmann, has the high honor of kicking off the NEMRA 2021 conference, *NEMRA21 LIVE: RECHARGE*, in a new live virtual setting. NEMRA members will join Craig Wortmann and embark on a journey towards elite sales performance. We begin this journey with a hard-hitting AND fun boot camp where we will lay the foundation on which we will build throughout 2021. In this talk, Craig tackles the broad strokes of what it means to be an "elite athlete" in the field of sales and lays the groundwork for a forthcoming MBA-level curriculum custom tailored for NEMRA sellers. Look forward to *Getting Good at Getting Great: how to be unstoppable in 2021 and beyond!*

DATE *Feb. 2nd, 2021* / COST \$270

MASTERING SALES: a toolkit for success (NEMRA customized e-learning)

Sales are vital to your business and individuals who can sell themselves and their ideas are the key to any organization's success. In this exclusive-to-NEMRA version of highest-rated online course offered by Kellogg you will gain the knowledge, skills, and disciplines necessary to build a masterful Sales Toolkit. Together we will cover the expert moves of acquiring customers, asking the right questions, networking, running high-impact meetings, handling objections, and more. You will come away from this hard-hitting, twelve-week online program as a more effective seller, ready and able to put your Sales Toolkit into action.

DATE: *Feb. 17TH, 2021 – May 13th, 2021* / COST \$1,600

MASTERCLASS WEBINAR SERIES

Exclusive to NEMRA members, this series of four two-hour Masterclass webinars delivered by Craig Wortmann will extend learning throughout the year. Everything you learn in these interactive, high-energy Masterclasses can be used in your very next sales call.

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| 1. The Power of Story | Tuesday, July 13, 2021 |
| 2. Selling in a Virtual Reality | Tuesday, August 24, 2021 |
| 3. Resilience & Grit | Tuesday, October 12, 2021 |
| 4. Proactive Pursuit | Tuesday, November 30, 2021 |

DATES: *See above* / COST \$1,000 for series or \$300 apiece

NEMRA CONFERENCE 2022

Bringing our sales curriculum to a close, Craig will speak at the NEMRA conference 2022 in Dallas about what it takes to deliver a stand-out presentation that leaves your audience inspired and ready to act. Whether you are delivering to your board or new clients, what steps can you take to ensure that you show up, stand out, and break through in both your delivery and your message? In *Presenting with Panache* you will learn what it takes to make your next presentation polished, memorable and primed for audience "buy in."

DATE *Feb. 2022* / COST \$500