



March 15, 2019 - Webinar

Research Results and Best Practices to Develop an Effective Sales Force

Organizations are painfully aware of the fact that buying behavior has changed more in the past ten years than it did in the previous thirty. Today’s customers have access to a vast array of information – from suppliers, purchasing consultants, and social networks – that promote independent decision-making.

This is leading to a drawn-out consensus-building process that often results in no decision for the seller. Quotas are being missed, confidence is waning, and discretionary effort is slipping, creating a self-propagating downward spiral of sales productivity. Clearly there needs to be a change in the way that a sales force engages customers. How do you ensure that the right people are in the right roles, and that sale professionals have the right tools, skills and mindset to be effective?

Ryerson’s Brookfield Institute’s approach is based on years of market research to understand the needs of tech employers, the skills and attributes they look for most, and the existing international best practices in talent development and workplace transition. This webinar will outline the research that led to the development of Palette, a pilot re-skilling program, the different skills and needs identified by employers and provide an overview of the pilot.

Agenda

Time	Activity	Presenters
9:00 a.m.	Welcome and Introduction	Sheryl Helsdon-Baker
9:05	<i>AJ Tibando</i>	Research Overview
9:35	<i>Aysha Teja</i>	Palette Program
10:50	Questions	
11:00	End of HR Forum	

Time: 9:00 a.m. – 10:15 a.m.

Moderator: Sheryl Helsdon-Baker

HR CPD: HR Forum attendees earn one (1) CPD credit per hour

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Aysha Teja
Program Developer, Brookfield Institute
for Innovation + Entrepreneurship Palette
Program

Aysha leads program development at Palette and is responsible for the execution and operation of the pilot program. After spending over a decade helping her clients implement their strategic initiatives at Deloitte, Aysha knows how to build bridges between teams to get stuff done as well as lead through change. Originally trained as a Chartered Accountant, Aysha pivoted to public sector innovation and spent time working in the Ontario government while also completing a data science bootcamp on the side.



AJ Tibando
Executive Director, Brookfield Institute for
Innovation + Entrepreneurship Palette
Program

AJ spent six years within the provincial government serving as a Senior Policy Advisor in the Ministry of Training, Colleges and Universities, Ministry of Research and Innovation and the Ministry of Community and Social Services. She is the cofounder of SoJo, a startup social enterprise dedicated to working with educators and nonprofits to provide curriculum and tools to train aspiring social entrepreneurs in the startup process. AJ has a Bachelors degree in Political Science from the University of British Columbia and a Masters in Political Science from the University of Waterloo.