Business Communication & Influence for Engineers
In partnership with the uOttawa Faculty of Engineering
In today’s rapidly changing markets, every business and engineering professional needs to be ever closer to end users’ true needs. Only by actively listening to what customers say they want; then consciously discovering what they need; and finally verifying its true value to them, can any professional create and deliver what’s required to satisfy a client’s Buying Drivers.

uOttawa’s Engineering Sales School (uOESS) delivers the professional development needed for this dialogue. The program is now available for any technology professional. Turn Selling into Buying by creating and delivering solutions and value propositions that customers truly want to buy.

With experienced commercial leaders - from real business and successful startups - on its staff, uOESS has trained 4,000+ students and professionals on more than 100 courses, projects, and programs in 50+ local and global enterprises.

Our innovative hybrid learning approach lets you, your business and your partners quickly benefit - personally and commercially - from new, highly effective business communication and influence skills.

Business Communication and Influence (BCI) Program.
The Professional Development Institute (PDI) partners with uOESS to deliver Business Communications and Influence (BCI) in a groundbreaking format. BCI’s intensely practical tools, techniques and insights are now delivered as a hybrid course. This starts with self-paced online learning that a professional can fit into their own busy schedule. Extension and application of these best practices is then done with a live tutor - in-person or online. This innovative approach allows us to develop and support business leadership, sales and partner skills and product management effectiveness - tailored for complete teams and entire companies, or for individual professionals.

3 BCI Modules - 30 Online Lessons

**Connection Fundamentals**
The Foundation Module focuses on the practical psychology and linguistics of understanding; active conversational strategies; and what motivates anyoneto make a decision – to act or to buy.

**Discover and Develop Needs**
The Communication Module will apply and extend foundational skills to prepare, execute and develop powerful meetings to draw out requirements that allow you to propose a viable solution.

**Driving Decisions and Actions**
The Influence Module takes the power of these solution skills to the next level. Participants will become skilled, practiced experts in influential proposals, pricing, pitches, and presentations.

**Participants take BCI skills and insights in many varied directions:**
- **PRODUCT AND SERVICE DESIGN:** Cost Effective, Error-Free
- **TECHNOLOGY MARKETING:** Strategy and Operations
- **STARTUP LEADERSHIP:** Technical or Commercial
- **TECHNICAL CONSULTING:** Corporate or Individual
- **SALES SUPPORT:** Engineering and Customers
- **TARGETED SALES:** Direct, Inside, Channels
- **PRODUCT MANAGEMENT:** Initial Design, Lifecycle Analysis, End-of-Life Options

4 ways to consume modules:
1) part of a tailored corporate training
2) separately to solve a specific problem
3) a full professional development path
4) uOttawa Sales Engineer Certification

Sales, Design, Marketing, Product Management, Development and Consulting

Sales Certification and Entrepreneurship Tracks
“I wish I’d taken this 20 years ago when I started”
David, Engineer

“I switched from ‘leading edge technology’ to ‘this feature’s value to you’”
Aroosh, Entrepreneur

“Taught me to organise my thoughts much more effectively”
Julian, Marketing

All uOESS courses are a joint venture between the uOttawa Professional Development Institute (PDI) and the uOttawa Faculty of Engineering.

Visit us at PDInstitute.uOttawa.ca/BCI for application details, pricing, and purchase options.