Business Communication & Influence for Engineers
In partnership with the uOttawa Faculty of Engineering
In today’s rapidly changing markets, every engineer - and those working with them - needs to be ever closer to end users’ real needs. Only by actively listening to what customers say they want; then discovering what they need; and finally verifying its value, can any engineer professional deliver what’s required.

uOttawa’s Engineering Sales School (uOESS) delivers the extras needed for this dialogue for this - for any kind of engineer - in every branch of engineering. Best of all, our professional development participants turn selling into buying by delivering solutions and value propositions that customers truly want to buy.

With experienced engineering leaders - from real business - on its staff, uOESS has developed, tested, proved, and enhanced our trainings and courses since 2009. uOESS has trained 4,000+ students on over 100 courses, projects, and programs and delivered business communication and influence skills to 50+ local and global enterprises.

Business Communication & Influence (BCI) Program.
The Professional Development Institute (PDI) now partners with uOESS to deliver Business Communications and Influence (BCI) in a variety of formats. BCI’s intensely practical tools, techniques and insights are ground-breaking – and now 100% available online as well as in class. The program develops and supports business leadership, sales skills and product management effectiveness - for individual professionals, engineering teams and entire companies.

3 BCI Modules

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

Communication Module
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.

Influence Module
The Influence Module takes the viability of these solution skills to the next level. Participants will become a skilled, practiced expert in influential proposals, pricing, pitches, and presentations.

The BCI Journeys

Human Connections
Two-Way Communication
Focused Impact

Participants take BCI skills and insights in many varied directions:

- Engineering Design: Cost Effective, Error-Free
- Technology Marketing: Strategy & Operations
- Startup Leadership: Technical or Commercial
- Technical Consulting: Corporate or Individual
- Sales Support: Engineering & Customers
- Targeted Sales: Direct, Inside, Channels
- Product Management: Initial Design, Lifecycle Analysis, End-of-Life Options

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

Design, Marketing, Product Management, Development and Consulting
Certified Sales Engineer or Technology Entrepreneur
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 for application details, pricing, and purchase options.

“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