



uOttawa Engineering Sales School (uOESS) Building What People & Businesses Want, Need & Value



So What does uOESS offer You, your Enterprise and your Partners?

In engineering & technology, effective communication always guides delivery of what clients truly want and need. Done well, it's the key to influencing decisions that generate revenue & long-term client relationships.

With leaders from many engineering businesses on its staff, uOttawa has delivered and developed exactly these capabilities since 2009. Building on a proven and diverse entrepreneur ecosystem and the success of **CEED** (Centre for Entrepreneurship & Engineering Design), **uOESS** now delivers highly productive insights & skills to engineers wanting to go into business leadership, sales, product management and much more.

For undergraduate and graduate degree-level uOttawa students, the culmination of these programmes is the unique **uOttawa Sales Engineer (uOCSE)** Certification.

We have trained over 3,000 students on 50+ courses and multiple projects, programmes, and commercial engagements. These have not just delivered great skills but often started attendees on new, successful life paths. We have helped build great new companies that design & deliver the products and services that **people truly Want, truly Need and can Afford**, whilst being better, more aware citizens at difficult times.

All these courses are available for teams, companies and individuals in full time work - through the **uOttawa Professional Development Institute**.





All courses can be delivered **Online** or (when permitted) at **uOttawa Kanata North Campus**. Modules can be **Asynchronous Self-Teach** and regular, scheduled **Hybrid** course with **Tutors**. Business teams can 'remix' any syllabus to support a specific **Project**, or we can deliver a tailored 'multi-day **Team Intensive**' for you




Some uOESS Offerings...



1. BUSINESS COMMUNICATION & INFLUENCE (BCI)

FOUNDATION MODULE 	Core Skills in planning & achieving effective conversations. Conscious & effective questioning. Active listening & challenging. Buying Drivers, Empathy, Control. Decision Making and Action Motivation	<i>For... anyone who needs to connect with and talk to end users, investors or partners - to find out their true wants, needs and economic drivers. BCI's core skill set is the foundation for a wide variety of safe, productive, 2-way relationships - commercial and personal</i>
COMMUNICATION MODULE 	Use BCI Foundation skills for Detailed Needs Analysis, Value to Customer, Leadership of a Technical Meeting/Conversation, Problem Solving, Financial & Risk Justification	<i>For... anyone who wants to lead and create success in - Product Management, R&D, Startups, new Projects & Markets, Marketing Operations, Sales & Channel Leadership.</i>
INFLUENCE MODULE 	Influential Communication the P's... Highly effective Technical P roposals P itching the 'BCI Way' - formal & informal Outstanding P resentations that get results Logical P ricing to drive profitable business	<i>For... anyone needing to influence any audience - on complex problems or solutions. This suite of techniques covers every aspect of Commercial Influence that engineers need to use.</i>
APPLICATION MODULE 	uOttawa Assessment or Team Workshop - An individual's opportunity to earn 3 credits towards a Masters. Teams opportunity to answer the important question: <i>"What change do we need to make best use of all this?"</i>	<i>For... attendees wishing to turn techniques & insights into real-life skills. FOR CORPORATE: Product manager, sales, channels, marketing and customer service. For INDIVIDUALS: Sales Engineer Programme step one or access to Master's Programme</i>

2. UOTTAWA ENGINEERING SALES CERTIFICATION TRACK

UOTTAWA FEARLESS SALES & INFLUENCE FOR ENGINEERS “SALES CAMP”	Complex Solution Sales - psychology & process - individual & corporate. Build, lead & reward teams. Forecasting & Financial. ROI/ CBA/ Ts&Cs/ Buying Process/ Sales Calls/ Presentations	<i>For every engineer who needs to understand what they're creating and why, and talk to end users or sponsors to connect with them to find out their wants, needs and economic drivers</i>
UOTTAWA ENGINEERING INTERNSHIPS “THE REAL DEAL”	Project Based - Project Based assignment working 'live' at engineering company. Assessment of their contribution to a specific launch, buying analysis, specific sale, win-back or similar	<i>For every engineer who needs to understand what they're creating and why, and talk to end users or sponsors to connect with them to find out their wants, needs and economic drivers</i>
UOTTAWA SALES ENGINEER “FORMAL CERTIFICATE”	Awarded upon successful completion of BCI, Sales Camp and Internship Assessments and Course Work	

So What's In It For You?

RETURN ON INVESTMENT

Every item on the uOESS syllabus has been designed & tested so that it contributes to the bottom line - of an individual or an employer. Whether this is through reducing costly mistakes, speeding up revenue generating decisions (usually a sale), or creating partnerships and channels that generate revenue with minimum time and effort. Our detailed syllabus includes an analysis of the ROI for each subject.

SAMPLE TAKEAWAYS FOR ATTENDEES

Here are a few examples of specific techniques and insights that are learned - and then turned into conscious, targeted skills - through exercises, practice, feedback and assessment:

- **Buying Drivers** - *The only five reason that any person or group is motivated to take action - and what they're worth to different 'buyers' - and how to 'engineer' them from what you offer*
- **Human Filtering** - *How everyone uses their background, experience & decisions to filter what's presented to them in words, pictures or experience - and how to use this insight profitably*
- **Personal & Business Rapport**- *The four levels of rapport you may experience and how they can be built to improve Communication & Influence - reducing expensive errors or finding new business*
- **Needs Elicitation** - *A structured, conscious process to fully discover, expand and explore operational & financial benefits to be taken away from using a specific solution or technology*
- **Conversational Navigation & Control** - *simple, conscious linguistic techniques and insights that allow a conversation to be guided - to the most productive place for both parties*
- **Presentations** - *Universal structure for presenting ideas, solutions, problems or potential investments - clearly, easily & profitably - with confident stagecraft, props & team dynamic*

BCI TESTIMONIALS VIDEOS & ENGINEERING SALES CAMP DOCUMENTARY

- **Shy Engineer**
https://youtu.be/RIHTbz_vlW8
- **Startup Incubator**
<https://vimeo.com/337286228>
- **Business Leader**
<https://youtu.be/OVcZoNjTS-w>
- **Entrepreneur Coach**
<https://vimeo.com/88081340>
- **Sales Camp Documentary Video**
<https://vimeo.com/uoess/escfull>
- **Using the Hierarchy of Ideas in Sales**
<https://vimeo.com/339137512>

To discuss pricing, discounts, tailored trainings & intensives or our recently announced **Commando Presenting** Course, please contact: uOttawa Professional Development Institute at <https://pdinstitute.uottawa.ca/>