



# PETER LEGGE

## International Institute for Sales Excellence

*"Success in any field of endeavour relies on sales skills. After all, sales are the spark that fires the engine of all business. Without it, even the biggest companies will shut down."*

Peter Legge, O.B.C. – Distinguished business and community leader



Sales success in today's fiercely competitive market demands exceptional people. Companies need access to a source of knowledgeable, experienced talent who can hit the ground running, and produce results. We have the source.

Douglas College recognizes the needs of business, and is committed to cultivating people through dynamic programs and experienced-based education, created in partnership with industry. In keeping with that tradition, Douglas is proud to announce the establishment of the **Peter Legge International Institute for Sales Excellence**.

The Institute will be **the** destination for sales information, research, training, and education. As the trusted source of best practises and innovative ideas in sales, it is created to respond to both industry need for well-trained professionals, and student need for specific, relevant education to make them strong competitors in the workplace. The Institute elevates and advances the field of sales as a profession. Its vision is to promote a standard of excellence in the practice of sales that breeds engaged and motivated sales professionals – inspired by leaders like Peter Legge.

Watch for the official launch of the Institute in Fall 2012. Join us in making sales excellence.

To receive more information about our sales training and testing programs, contact [salesinstitute@douglascollege.ca](mailto:salesinstitute@douglascollege.ca)  
604-777-6282  
[www.douglascollege.ca/salesinstitute](http://www.douglascollege.ca/salesinstitute)

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