

DIGITAL CLASSROOM

FUNDAMENTAL SKILLS FOR SALES PROFESSIONALS

Business-To-Business Sales (B2B)



24 - 27 Aug 2020 | 4 Half-Days



9:00 AM - 1:00 PM (GMT +8)



Zoom Pro Application



From RM 2,800/pax

Program Overview

Professionals entering or new to the Sales function, often have had limited exposure to the skills, knowledge and processes required to perform as a Sales Professional.

With a focus on Business-to-Business (B2B) Sales, this course aims to provide the insights & knowledge of basic activities within Sales and then focus on the skills required to understand, communicate, execute professional sales calls & build a trusting relationship with your customer.

We will touch on Marketing & Sales, Account & Opportunity Management, Value Proposition, Bidding & Negotiations, but will spend most time addressing Communications & Sales Call Skills, plus the Sales Activities in pursuing Business Opportunities from Prospecting for Leads, through to Proposal & Follow-Up.

Learning Outcomes

At the end of the course, participant will be able to:

- Define the Marketing Process
- Explain where the Sales function relates to Marketing
- Use Customer analysis tools to understand buying habits (buying center, technology adoption, buyer readiness)
- Describe benefits of Account Management
- Describe how trust & listening are tools in relationships
- Explain how profiling yourself & your customer can improve the relationship
- Prepare a Value Proposition with impact
- Understand the key sales activities to manage the sales pipeline
- Make relationship-building a specific & continuous process
- Choose which prospecting components to include in your prospecting plan
- Apply a structured approach to building proposals
- Manage key follow-up activities
- Explain the components of the Needs Satisfaction Process
- Demonstrate the use of open and closed probes
- Explain why & how to support as part of a sales call
- Describe how to close & follow-up a sales call
- Explain the steps in the SPIN selling process
- Adequately deal with a range of negative customer reactions

Who Should Attend?

- B2B Sales professionals
- Marketing professionals
- Business Development professionals
- Customer Service professionals
- Individuals who aim to be successful Sales professionals

Key Modules

- Interactive Learning
- Real Case Studies
- Topical Videos
- Online Quizzes
- Group Activity
- Q&A Session

INTRODUCTION

- Overview with Impact
- Timeline/Schedule
- Learning Outcomes
- Purpose/Benefits
- Objectives
- Attendee & Presenter Introductions
- Rules/Expectations

FUNDAMENTAL SALES ACTIVITIES

- Marketing & Sales
- Account & Opportunity Management
- Value Proposition
- Communications Skills

TARGETED SALES ACTIVITIES

- Relationship Management
- Prospecting
- Qualifying
- Sales Meetings
- Present Proposals & Follow-Up

SALES CALL SKILLS

- Need Satisfaction Process
- Planning
- Purpose Tactics & Objectives
- PRIME
- SPIN
- PQCL
- CRM
- Post Sales Call Analysis

SUMMARY & CONCLUSION



GARY FOULIS

Gary has spent the vast majority of his 36-year career in Schlumberger, working with the customer, whether in the sales function, relationship management, or marketing.

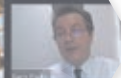
In the process, he has learned & experienced the sales skills required in professional sales, and suffered through multiple Opportunity/Tender events and associated late nights!

Gary has worked in the Middle East, Far East & Asia, Australasia & the United States. He began his career in Schlumberger Wireline business & later moved into Schlumberger Oilfield Services management organization.

While Gary has more than 20 years of experience in Sales, Sales Management and Marketing, he highlights 13 years spent inside customer offices, and 5 years spent on an international school board &/or board committees.

Customer's office : Gary learned the importance of communications in all interaction with the customer. Gary is a strong advocate of developing skills in communication, relationship management, opportunity management and understanding your specific customer goals and priorities.

School board : Gary chaired a committee supporting an initiative to find land, then design and construct a new school. This US\$100 million plus project put Gary in the position of a customer, overseeing tenders, mitigating risk, building functioning teams, setting timelines, raising funds, engaging government and more.



Professional?

is essentially the process of running a business.
Professionals focus on building trusting relationships with business clients within a geographic territory to increase their company's products and services, and generate sales revenue to achieve territory goals.



TRAINING DETAILS

Title : Digital Classroom
 Fundamental Skills for Sales Professionals -
 Business-To-Business Sales (B2B)

Date : 24 - 27 August 2020

Time : 9:00 AM – 1:00 PM (GMT +8)

Apps : Zoom Pro Application

PARTICIPANTS

Name :
 Job Title :
 Telephone :
 Email :

Name :
 Job Title :
 Telephone :
 Email :

Name :
 Job Title :
 Telephone :
 Email :

Note : Please attach a list of participants if
 insufficient space.

AUTHORISATION

Name :
 Job Title :
 Telephone :
 Email :

ORGANISATION

Name :
 Telephone :
 Fax :

SEND INVOICE TO

Department :
 Address :

IN HOUSE TRAINING SOLUTION

Yes, I would like to organise this training course in-house and save up to 50% of total course fees! Please send me more information.

Nomal Price/Pax	Grouping Price/Pax (min. 3 pax)
RM 3,200.00	RM 2,800.00
Register before 19 August 2020	

PAYMENT DETAILS

1. Participants are required to pay before or on the first day of the course.

2. (Please Tick Where Applicable)

Cheque made payable to Pace Up Sdn. Bhd.

Credit Card 

Bank Transfer : Pace Up Sdn. Bhd.
 Sdn. Bhd. Bank : Malayan Banking Bhd.
 Bank Address : Taman Setiawangsa Branch,
 Wisma Prima Peninsular,
 2, Jalan Setiawangsa 11,
 Taman Setiawangsa,
 54200 Kuala Lumpur

Account No. : 562188319491

Swift Code : MBBEMYKL

(All bank charges to be borned by payer.
 Please ensure that Pace Up receives
 the full invoiced amount.)

3. We do not give refunds for cancellations.
 However, you may substitute participant (s) at any time.

4. If we receive cancellations in writing more than (7) days before the training course, you will receive a 100% credit (valid for one year) to be used for another training course.

5. Cancellations received less than seven days before to the training course may result no credit for future training.

6. If we postpone training course, participant payments for the postponed course will be 100% credited towards the course at a rescheduled date.

7. We shall assume no liability whatsoever in the event this training course is cancelled, rescheduled or postponed.