



DIGITAL CLASSROOM

FUNDAMENTAL SKILLS FOR B2B SALES PROFESSIONALS

Relationship Management & Sales Call Skills



25 – 26 Nov 2020 | 2 Half- Days



9:00 AM – 1:00 PM (GMT +8)



Zoom Pro Application



From RM 1,400/pax

Program Overview

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

With a focus on Business to Business (B2B) Sales, this will be one of several short courses aiming to provide the insights & knowledge of basic activities within Sales, & to focus on the skills required to understand, communicate, execute professional sales calls & build a trusting relationship with your customer.

Over the course of several short courses, we will touch on Sales Fundamentals, (including Marketing & Sales, Value Drivers, Account Profiling & Opportunity Management), Relationship Management & Sales Call Skills (including Communications, Customer Analysis, Trust, Need Satisfaction & Handling Customer Objections), plus the Sales Activities in pursuing Business Opportunities (including Prospecting, Qualifying, Meetings, Proposals & Follow-up).

For this specific Short Course, we will focus on two Fundamental Skills, specifically Relationship Management & Sales Call Skills.

Course Objectives

To provide insight into the various Sales activities within a Sales Organization for individuals aspiring to perform as a Professional Salesperson.

This short course on Relationship Management and Sales Call Skills, will provide those same Professional Salespersons, with the introductory level skills, knowledge & processes, to allow them to deliver excellent sales coverage with focus on sales communication skills, customer analysis, trust, need satisfaction and handling customer objection.

These courses provide an opportunity to interface with other prospective Professional Salespersons, to engage in work sessions & exercises, and to share experiences.

Key Modules

- **Introduction**
Overview with Impact, Timeline/Schedule, Learning Outcomes, Purpose/Benefits, Objectives, Attendee & Presenter Introductions, Rules/Expectations.
- **Relationship Management**
Communications Skills, Customer Analysis, Trust
- **Sales Call Skills**
Need Satisfaction Process, Handling Customer Objections
- **Summary & Conclusion**

Course Methodology

- Interactive lectures
- Group Dynamics
- Workshop style
- Case studies
- Q&A

Learning Outcomes

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

- Describe how trust & listening are tools in relationships
- Explain how profiling yourself & your customer can improve the relationship
- 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?

Any individual in a customer facing business to business (B2B) situation, who does not have a good understanding of the fundamental (basic) skills, knowledge & processes needed in selling to & communicating with that customer & is looking for guidance & direction.

This would include individuals moving into, or new to a Sales role, those that interface with a business customer, & anyone within a B2B Sales organization who have not been provided direction (training, supervision, coaching or mentoring) in the pursuit of those fundamental Sales skills, knowledge & processes.

Course Benefits

The Fundamental Skills for Sales Professionals series of short training courses, all in small convenient bite size pieces, provides an introduction to Basic level sales activities, skills, knowledge & processes, that are not always available in businesses or during times of business stress.

In this specific short course on Relationship Management & Sales Call Skills, you will discover and practice key insights in communicating with, and understanding your customers.

Reference will be made to the various reading materials used in this course, where further studies and research can be pursued. Feedback can be provided requesting topics (Sales Activities, Skills, Knowledge and Processes) to be included in future Sales training classes.



GARY FOULIS • Sales Trainer • Malaysian HRDF Train the Trainer certified

- Energy Industry (Schlumberger - Oil & Gas Service Company) – 36 years
- Sales & Marketing – 20 years
- Sales Training – 6 years
- B.E. (Hons) Electrical & Electronic Engineering
- B.Sc. (Math) Computer Science

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

With many years of sales training, development & experience, in a structured sales organization & broad range of sales & marketing roles, has demonstrated extensive mastering of the skills required in professional sales.

Has 6 years of experience delivering Sales training on a range of topics at both basic & advanced levels, including Sales Skills, Bidding, Negotiations, Opportunity Reviews, Selling-up, Price Increase, Encroachment, Presentations, etc.

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.

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

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

Has worked & lived in a diverse array of locations, including the Middle East, Far East & Asia, Australasia & the United States.



Professional?

is essentially the process of running a business.
Focus on building trusting relationships with business clients within a geographic territory to achieve territory sales revenue to achieve territory



TRAINING DETAILS

Title : Digital Classroom
Fundamental Skills for B2B Sales Professionals -
Relationship Management & Sales Call Skills

Date : 25 - 26 November 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 :
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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 1,600.00


RM 1,400.00

Register before **20 November 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  **PayPal**
- ☐ 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.

Please complete this form and fax to **+603 4256 9286** or,
scan and email to **azmirul@paceup.com.my**

For more info, please call **Azmirul** at **+60 19 275 4900**