

# FUNDAMENTAL SKILLS FOR B2B SALES PROFESSIONALS

6 - 8 February 2024 | 3 Days | Kuala Lumpur

## 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).

You have the choice to attend all the interactive training courses, or you can choose the topic that is more relevant to your professional development.

## 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.

## Benefits

This 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. Reference will be made to the various reading materials used in this course, where further studies and research can be pursued.

## 3 Courses Offered

- Sales Fundamentals
- Relationship Management & Sales Call Skills
- Sales Activities

## Course Methodology

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

## SALES FUNDAMENTALS

For this specific Short Course, we will focus on Sales Fundamentals, specifically an introduction into basic concepts and processes, and where a Sales Professional fits within each of these, including Marketing & Sales, Account Profiling, Value Drivers & Opportunity Management.

### Objective

This short course on Sales Fundamentals, will provide those same Professional Salespersons, with the introductory level skills, knowledge & processes, to allow them to deliver excellent sales coverage with focus on the high-level concepts & processes of Marketing versus Sales, Account Profiling, Value Drivers & Opportunity Management.

### Benefits

In this specific short course on Sales Fundamentals, you will discover fundamental high-level concepts & processes a Sales Professional will be confronted with including Marketing versus Sales, Account Profiling, understanding Value & Opportunity Management.

### Learning Outcomes

- Define the Marketing Process
- Conduct a marketing SWOT analysis
- Define broad marketing strategies and provide examples of each
- Detail the elements of the 4x P's marketing mix
- Demonstrate how the sales function fits with marketing
- Describe the benefits of account management
- Research a key customer's account profile
- Interpret a customer buying habits – buying center, technology adoption and buyer readiness
- Prepare a Value Proposition with unique business value & customer focus
- Describe a typical Customer Project Management Process
- Match Opportunity Management activities to Customer Project Management Process activities
- Describe why Pipeline Management is important and how to manage

### Course Outline

#### Introduction

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

#### Marketing and Sales

- Marketing Process
- Generic Strategies
- Marketing Mix

#### Account Profiling

- Researching Customer
- Buying Centre
- New Technology Adoption
- Buyer Readiness

#### Value Drivers

- Value Proposition with Impact

#### Opportunity Management

- Project Management
- Opportunity Management Time Line
- Pipeline Management

#### Summary & Conclusion

## SALES ACTIVITIES

For this specific Short Course, we will focus on the basic Sales Activities required when pursuing Business Opportunities. These activities include Fundamental Skills and Processes required by Sales Professionals when engaging with customers.

### Objective

This short course on Basic Sales Activities in pursuit of Business Opportunities, will provide those same Professional Salespersons, with the introductory level skills, knowledge & processes, to allow them to deliver excellent sales coverage with focus on prospecting, qualifying leads, conducting sales meeting with customers, preparing proposals and following-up after an award.

### Benefits

In this specific short course on Basic Sales Activities in pursuit of Business Opportunities, you will discover and practice key processes and insights in prospecting, qualifying, meeting customers, preparing proposals and conducting follow-up.

### Learning Outcomes

- Choose which prospecting components to include in your prospecting plan
- Detail what information supports qualifying a lead
- Apply the 4 fundamental questions used to assess an opportunity
- Prepare PRIME activities based on the opportunity assessment
- Recognize customer analysis tools supporting understanding of buying habits
- Understand where a Need Satisfaction and Spin Selling Process are used
- Retrieve key information from a customer in support of preparing a proposal
- Answer 4 key questions throughout a proposal
- Apply a structured approach to building proposals
- Manage and explain key follow-up activities

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- Rules/Expectations

#### Sales Activities

- Prospecting
- Qualifying
- Customer Sales Meetings
- Presenting Proposals
- Follow-up

#### Summary & Conclusion

## RELATIONSHIP MANAGEMENT & SALES CALL SKILLS

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

### Objective

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.

### Benefits

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.

### Learning Outcomes

- 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

### Course Outline

#### Introduction

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- Rules/Expectations

#### Relationship Management

- Communications Skills
- Customer Analysis
- Trust

#### Sales Call Skills

- Need Satisfaction Process
- Handling Customer Objections

#### Value Drivers

- Value Proposition with Impact

#### Summary & Conclusion



## 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.



Gary Foulis



### Professional?

is essentially the process of running a business.

Professionals focus on building **trusting** relationships with business **clients** within a geographic area, selling their company's **products and services**, to generate revenue to achieve territory goals.

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## TRAINING DETAILS

Vanue : Kuala Lumpur

\*Please tick the course of your interest

- ☐ 6 February - Sales Fundamentals  
☐ 7 February - Sales Activities  
☐ 8 February - Relationship Management & Sales Call Skills

## 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.

Number of Course	Normal Price/pax	Grouping Price/pax (min. 3 pax)
1	RM 2,400	RM 2,300
2	RM 4,600	RM 4,400
3	RM 6,600	RM 6,300


**RM 100 Discount for MOGEC Member (Individual Price)**

Register before **23 January 2024**

## 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 borne 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 2858 5285** or, scan and email to **azmirul@paceup.com.my**

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