Formulating Effective B2B Sales Strategies

MARKETING INSTITUTE OF SINGAPORE

SALES

Why You Should Attend This Course:

This 2-day workshop is meant for business-to-business (BSB) sales personnel, whose role is to ensure consistent revenue streams through the sale of products and services to other organisations. The uniqueness of this programme lies in its comprehensiveness, easy to understand and apply step-by-step method of grappling with the complex nature of such sales cycles.

Suitable for both new and seasoned sales professionals, this course will allow you to grasp every aspect of effectively selling to organisations through the use of role plays and case studies to analyse the complexity of dealing with corporate buyers.

Learning Outcomes:

- Process of Selecting the Right Customer to Match the Targeted Revenues
- Basics of Approaching and Influencing the Selected Customer
- Formulating Effective Sales Strategies
- Understanding, Analysing and Monitoring Competition.
- Increasing Switching Costs to prevent Customer Losses
- Understanding how to do a Sales Analysis to focus on Critical Areas for better results

Course Outline:

Understanding the B2B Challenge
- Unique Challenges in Selling to Organisations
- Critical Skills in Mastering Selling Skills to Organisations
- Generic Selling Strategies based on type of Product/Service

Analysing your Customers
- Introducing the Tool Kit for Customer Analysis
- Deciphering Customers Criteria in Selecting Vendors
- Identifying the Gaps between ideal and actual criteria

Analysing Competitors
- Introducing the Tool Kit for Competitor Analysis
- Analysing the Growth Strategy
- Deciphering the Gaps

Sales Process Fundamentals
- Identifying the Right Customers
- Designing the Approach Plan
- Overcoming Objections
- Growing the Account
- Increasing Switching Costs to Block Competition

Formulating Sales Strategies
- Introducing the Sales Strategy Matrix
- Developing Situation Specific Skills
- The Frequently asked Customer Questions in B2B and how to answer them
- Seeking a Price Increase and Getting the Same

Who Can Benefit?

This course is meant for all personnel responsible for B2B Sales and to equip participants with the essentials in “acquiring new accounts whilst retaining and growing existing accounts”

Trainer’s Profile:

Mohan Kuruvilla has the right mix of industry, consultancy, teaching and training experience with 30 years in the area of Business to Business selling. Besides teaching executives and MBA Students in Sales Management and Selling, he also takes on the role of doing sales day in and out for some of the leading Global Brands.

Beginning with Tata Tinplate where he was the Chief of Marketing, he took on the responsibility of Sales and Market Development for ICI Packaging Coatings (now Akzo Nobel) of seven countries increasing sales by 300% in six years. Today he represents Global Leaders like Stolle Machinery in Business to Business Selling.

He teaches Business to Business Marketing, and Sales & Distribution to the most prestigious business schools like the Indian Institute of Management, Loyala Institute of Management, Goa Institute of Management, Ohio University USA and has consistently been voted the Best Teacher in Business to Business Selling.

He also published many papers in Sales and Marketing, his case study titled "Tinplate Company - Need for Conceptual Focus” is published by the Iveey Business School for classroom discussion. He has been selected by Pearson Publishers to completely revamp the best Selling Sales Management book in the US by Cundiff, Still and Giovani for adaptation in India.

Date:
19 – 20 Feb 2013
27 – 28 May 2013

Course Fees:
S$680.00

MIS MEMBER: 20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM

MARKETING INSTITUTE OF SINGAPORE

EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Formulating Effective B2B Sales Strategies

❑ 19 – 20 Feb 2013 ❑ 27 – 28 May 2013 (9.00am to 5.00pm)

S$680 (subject to 7% GST) Includes lunch & refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			

Company:			
❑ Member (MIS Membership No):		❑ Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	

How did you know about this course? (You may tick more than one)

❑ e-Newsletter (pls specify sender): _____ ❑ Print ad (pls specify publication): _____

❑ Received brochure through direct mail ❑ Received brochure at event (pls specify): _____

❑ Search engines (pls specify): _____ ❑ MIS website ❑ i-Marketer portal

❑ Word-of-Mouth/Recommendation (pls specify): _____ ❑ Others (pls specify): _____

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars
The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax
A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "**Marketing Institute of Singapore**" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES | Email: seminars@mis.org.sg Website: www.mis.org.sg/seminars | Tel: 6327 7586 / 583 / 582 Fax: 6327 9741 | Address: 51 Anson Road #03-53 Anson Centre Singapore 079904