

Developing & Sustaining a Value Based Sales Strategy & System

14 AUGUST 2009 • 9.00AM - 5.00PM
ANSON CENTRE

If you have a me-too commodity product that you cannot differentiate and you sell it in a mature market under fierce price competition, can you improve its profits without changing the product? If you have a new product with a true technological difference that gives you unique performance benefits, can you maintain its initial high margins without changing the product, even after the entry of lower-priced competitors who offer equal or greater advantages? If you have a technologically inferior product, can you improve its profits without changing the product? The only way to overcome these 3 challenges is with a very specific value based sales strategy and system.

Participants in this workshop will get the chance to observe and practice the techniques and strategies to develop this successful system into their individual and team sales performance.



TOPICS

Establishing Relationship

- Differentiating yourself
- How to implement effective "Customer Profiling"
- Executive Introduction = Established Credibility
- I/R Principle – Developing your personal brand
- Identify buying types and signals

Qualifying

- Defining value in the clients terms
- Establish the principles that form the foundation for the Value Selling process
- Understanding why prospects buy

Closing

- Evaluate existing Value Selling performance
- Discovery: Revealing compatibility between seller and client
- Positioning for decision
- Feeding the referral tree
- Developing "Stickiness" mutually

10 BENEFITS FOR YOU

1. Learn to get to decision makers and get decisions
2. Understand how to limit price objections
3. Gain an awareness of the Buyer-Seller Dance
4. Learn to qualify properly in order to reduce sales cycle time
5. Edu-Selling – Sell today, educate tomorrow
6. How to prospect more effectively both conceptually and technically
7. Manage proposals more effectively and efficiently- You're not admin, you're a salesperson
8. Transfer skills from the "field" into sales management practices
9. Gain keen insight into sales behavior vs sales numbers
10. Team selling with a system and common sales culture

SEMINAR LEADER



Raymond McConnell is the Co-Founder and Managing Director of Sandler Training Singapore. Sandler Training is the leading provider of a comprehensive set of sales, management, leadership, coaching and related training programs. Sandler Training is based on reinforcement training. Changing people's attitudes and behaviors and their total mastery of a new selling methodology is not a "quick fix" solution. Producing lasting change in people only comes about through ongoing reinforcement.

Raymond has a double Master's Degree - one from Princeton University (MPP) and the other from University of Maryland (MA). In addition, he is a graduate of The Harvard Business School (Advanced Management Program), is board certified in "Developing Normative Cultures," "Educating Multiple Intelligences" and holds certification in "Leadership Best Practices" and "Strategic Negotiations" from Harvard Business School.

An accomplished speaker and trainer, McConnell has given many talks to industry associations, chambers of commerce and corporations. He has worked with MNC's, SME's and Government Organisations in Asia, Europe and North America in the areas of Sales and Leadership. He also has several years of experience as a Senior Creative Sales Executive on Madison Avenue in New York City. His duties consisted of developing television commercials for Fortune 500 companies and producing them for national network television. He generated revenues in excess of USD 50M from clients such as Coca-Cola, Burger King and Ford Motors.

TARGET AUDIENCE

Senior Managers and Sales Professionals who are responsible for major accounts and must create value within competitive markets. This workshop is essential for sellers of both tangible and intangible products.

DEVELOPING & SUSTAINING A VALUE BASED SALES STRATEGY & SYSTEM

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5 WAYS TO REGISTER OR ENQUIRE

CONTACT

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via:

 **TEL** : (65) 6327 7583 / 6327 7582 / 6327 7586
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 **POST** : Marketing Institute of Singapore Training Centre
 51 Anson Road, Anson Centre #03-53 Singapore 079904

Delegate(s) Name	Designation	E-mail	Contact No.
1.			
2.			
3.			
4.			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:	Fax:	E-mail:	

WORKSHOP FEES

MIS MEMBER	\$390
NON-MEMBER	\$450

IMPORTANT NOTE

- Fees stated are subjected to prevailing GST.
- Full payment is mandatory upon registration for admission to the workshop.**
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch, refreshments, workshop materials and certificate of participation.
- The Marketing Institute of Singapore Training Centre reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

CANCELLATIONS & REPLACEMENTS

There will be no cancellation fee if notice of withdrawal is given in writing by 24 Jul 2009, after which a cancellation fee of 25% of the workshop fee will be levied. The full fee will be charged for withdrawal or no-show on the workshop commencement date. Replacements from the same company are allowed.

PAYMENT METHODS

All payments to be made payable to **Marketing Institute of Singapore Training Centre** in S\$. Bank charges are to be borne by registrants.

Please tick and fill in the following:

Cheque / Bank Draft No.

Please mail cheque payment with the invoice no. indicated on reverse of cheque together with the registration form to 51 Anson Road, Anson Centre #03-53 Singapore 079904.

Credit Card: VISA MasterCard

Card Number:

Expiry Date: / CVV:

Cardholder's Name: _____

Cardholder's Signature: _____



**The National Body
for Sales and
Marketing**

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