

Why You Should Attend This Course:

Business to Business Selling brings the best of all personnel involved in Generating Revenues from their customers as the challenges faced by them require them to be always in a state of preparedness. Thus not only should they be alert and agile, but they should also have sound application skills, as the intensity of competition combined with the volatility in the environment provides quite a potent threat of dissipating revenues.

Relative to B2C, customers in the B2B space in a given territory are few and far between so every single competitor is bound to maintain an aggressive posture and many a time the loss of a single Major Account may lead to a drop in sales and profitability substantially.

Some of the decisions B2B sales will present you with:

- How and when do I attack my competitor?
- How do I tackle and block competition in my Major Accounts?
- How do I build and sustain a Competitive Advantage?
- How and when should a third party influencer be used to maintain our Credibility with our Customers?
- Why did the various Decision Makers assure us of an order only to award the same to our competitor?
- Why are my customers demanding lower and lower prices to the extent that we no longer make any money serving this account?

Course Outline:

Introduction to B2B Marketing Fundamentals

1. Types of Customers and Products
2. Generic B2B Marketing Strategies if your customer is an OEM, User or a Distributor
3. Concepts of Derived and Joint Demand - why customers alter their behavioural patterns (Postponing Purchases after confirming their orders, or seeking information from you and then buying from Competition)
4. How to make customers depend on you - Telescopic Marketing: what seasoned players do and how

Understanding your Customer

1. The critical information checklist that every sales person should know about the Customer, your competitor and the environment influencing the Customer
2. Who are the players who will participate actively or passively to bring about the Purchase Decision?
3. What if the Key Players are known to your Competitor?
4. What value propositions may work and why? – how do we know for sure?
5. Can we appoint a Sales Representative in the Customers Decision Making Unit - who should it be why would he sell for us?

Communicating with the Customer

1. Understanding the Sales Process Fundamentals
2. Who do we communicate, what do we communicate and how do we communicate?

Formulating a Sales Strategy

1. Analysing critical inputs about customer competition and other influencing factors
2. Relationship selling
3. Assessing the customer life time value
4. Generic Sales Strategies

- Participants to design cases concerning their companies
- Identify the issues and recommend actions to acquire or retain customers (templates will be provided and names of the customers/competitors to be disguised)
- Quiz to test learning (marks will be informed in the following session)
- The following cases will be discussed to assist participants to grapple with the learning essential in today's competitive world:

Case 1 - Dominion Motors and Control

Case 2 - Becton and Dickenson

Summary of Learning

Who Can Benefit?

This course is meant for all personnel responsible for B2B Sales and 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 15 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 Tinsplate 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 US, Applied Vision US, Wakol Foreco Germany for Sales and Marketing in India and other selected countries.

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 "Tinsplate Company - Need for Conceptual Focus" is published by the Ivey 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: 11 & 12 Aug 2009

12 & 13 Oct 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$780.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586

Fax:

6327 9741

REGISTRATION FORM



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!

Enterprise Selling Strategy

11 & 12 August 2009

12 & 13 October 2009 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch and refreshments

Participant(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:	E-mail:		
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

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

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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www.mis.org.sg/seminars

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