



CAMFEBA

INTERNATIONAL
TRAINING
PROGRAM
ON

Account Sales Strategy



COURSE OBJECTIVE

At the end of this training program, all participants will be able to:

1. Tailor your selling strategy to match each step in the client's decision-making process.
2. Gain entry to accounts through many different windows of opportunity.
3. Keep your clients because you knew the psychology of the buyer and how to respond to their doubts.
4. Deal with competitive situations, take on bigger competitors, and win using strategies by successful salespeople.
5. Negotiate, offer concessions on price, and agreements

Training Schedule
March 19-20,
2018

8:30 am – 5:00 pm



Venue: Hotel (TBC)

Language: English

Deadline

01 March 2018

TRAINING FEE

- Direct Member: **USD 330 Nett/person**
- Member of GMAC, MBCC, CMA, IBC, ACRA, BBAC, EuroCham, AMCHAM, MAC: **USD 350 Nett/person**
- Non-Member: **USD 370 Nett/person**

Fee is inclusive of lunch and learning materials. Certificate of completion provided.

COURSE OVERVIEW

Most companies are looking for ways to manage their most important business relationships more effectively and more efficiently. It is not easy nor always enjoyable to do but when a key account sales strategy works well it is extremely satisfying.

Account Sales Strategy training is designed to help you and your sales teams focus on selling important products, secure new businesses and manage your company's key accounts efficiently and effectively.

To Register, Please Contact

085 777 502

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www.camfeba.com



TRAINER PROFILE

Mr. Thomas Lai

Mr. Thomas Lai, Principal Consultant of QS Plus Consultancy, has more than 25 years' experience having trained employees from 20 different industries from Brunei, Cambodia, Singapore and Malaysia.

He has designed and facilitated courses anchored on Customer Engagement, Consultative Selling, EQ, Lie and Deception, Motivational Interviewing, Process Communication Model and Transactional Analysis.

Highly regarded for his expertise in Customer Experience programs, he has trained and consulted for a local property developer and a micro-finance institution in Cambodia. He has designed engagement surveys, mystery shopping and call audits and conducted leadership courses, including coaching and mentoring.

Formerly a HRD specialist with Globe Silk Store, he has also worked with a Singapore consulting firm as their country manager. He was a training manager with OSK Investment Bank.

Thomas, a certified EQ and Process Communication Model® trainer with 6 Seconds Network and Kahler Communication, USA respectively, has an MBA in TQM. He is trained in Facial Action Coding System and in Motivational Interviewing.

In 2016, Thomas is awarded by the Institute of Adult Learning, Singapore, the Advanced Certificate in Training and Assessment (ACTA).

COURSE CONTENTS

1. Understand the principles and process of Account

2. Analyze your account entry strategy; what works and how to do it differently

3. Overview of the 4 stages of the 'Account Sales Strategy'

- i) Recognizing Needs
- ii) Evaluating
- iii) Resolving Concerns
- iv) Developing Accounts

4. Stage 1: Recognition of needs: How to make your customer need you

- i) Why is it important to learn how to uncover dissatisfaction
- ii) How to clarify customer's needs with reframing or refocusing technique
- iii) Practice uncovering customer's needs with SPIN techniques (role play)

5. Stage 2: Evaluating Options: Influencing customer's choice

- i) What top sales persons do at this stage?(discuss)
- ii) Understanding 3 distinct phase of decision making psychology
- iii) Identifying differentiators (why is your product or company unique)

6. Stage 3: Resolving Concerns: Overcoming final sales jitters

- i) Why salespersons failed to close the account?
- ii) What should your objectives be at the 'final sales' stage?
- iii) Identify the root causes of your customers' concerns, fear & risk

7. Develop reflective questioning during a sales conversation

- i) Why reflective listening? How reflective thinking can double your sales
- ii) Different types of reflective listening
- iii) Use Information Exchange to follow up to reflective listening

8. How to manage sales negotiation

- i) When is the right time to start negotiating?
- ii) What studies from expert negotiators reveal?
- iii) Plan your questions in advance before you negotiate

9. Stage 4: Developing Accounts: How to ensure continued success

- i) Hand-holding and follow up is the key to offset client's motivation dip
- ii) Tips on how to develop Account