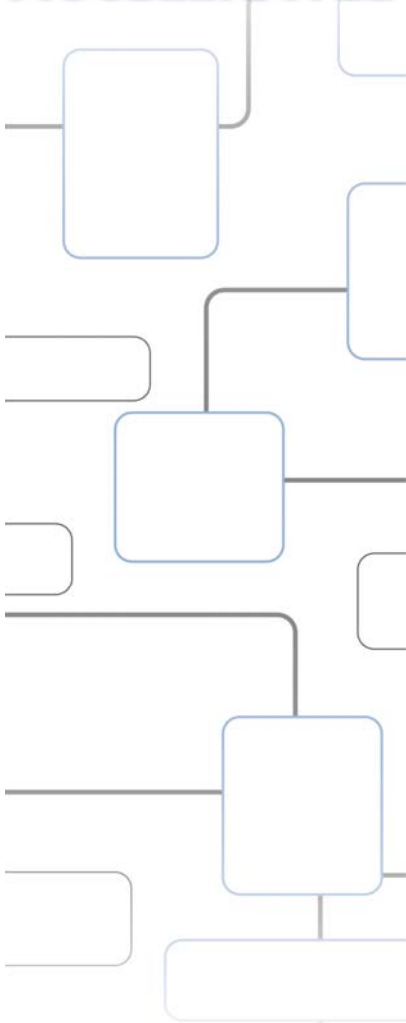




SALES & MARKETING ACCELERATED



Course Outline

COURSE SYNOPSIS

What is the difference between a famous conglomerate and a petty trader? Nothing! Both involve people in the selling process, have strategies, involve some kind of product or service, a certain extend of branding and most importantly, are confident in what they are selling. Buy yet, many business fails due to the obvious factors. Despite the growing consumer sophistication, marketing plans are continuously produced and reproduced at the whim and fancy of the bureaucrats. Plans were prepared out of limitations rather than opportunities, interesting and quality approaches were ignored and figures were choked down the throat. Down the line, sales teams continue with hardware selling tactics, pushing for sales and later find themselves bruised, tired and out of steam. Sad to note, misdemeanors crop and focus is slowly but surely redirected all tactics that ensure their commission, bringing a bad reputation to the sales professionalism when swales is not properly executed.

COURSE OBJECTIVES

The objective of this program is to empower the Participants in:

- Understanding and applying the relevant marketing strategies;
- Initiating competitive marketing action plan;
- Appreciating the concepts of sales and marketing professionalism;
- Mastering the groove of selling skills;
- Maintaining a strong customer base;

WHO SHOULD ATTEND

This program is most useful for all sales professionals, including executives, key account holders, sales consultants, assistant managers and managers.

DELIVERY METHODOLOGY

A combination of participative lectures, case studies, role-plays and group discussions will be employed. Activities will also be conducted to reinforce learning and to strengthen knowledge retention.

COURSE CONTENTS

PROGRAM DAY 1

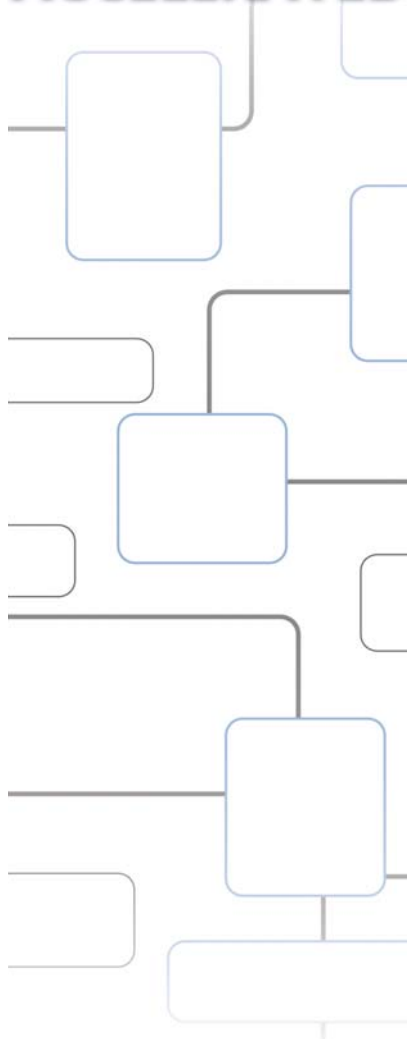
Enhancing Marketing Concepts

- **Likes, Needs, Wants and Demands**
Why People Don't Buy, Defining LNWD, LNWD Transformation Technique
- **The New Breed of Customers**
Customers In The New Economy, The New Generation 3P Sophistication
- **From The Malaysia Perspective**
Critical Facts and Figures, Malaysian Consumer Protection, The Consumer's Basic Rights, Turning Consumer Rights To Your Advantage, Doing Business With A Local Concern, Doing Business With A Foreign Concern.

i-Skill



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i-Skill Dynamics Sdn. Bhd. (853422-T),
No. 9 Lorong Tongkozu, Mile 5,
Jalan Tuaran, Kolombong, 88450
Kota Kinabalu, Sabah, Malaysia.

PROGRAM DAY 1

The Market Battlefield

- **Applying Sun Tzu Art of War**
Marketing Strategies Using 5 Constant Factors
- **Competitive Analysis and Planning**
What is Competitive Analysis, Questions To Ask About Your Competitor, Basic Information Required, Methods of Data / Sample Collection, Common Analytical Techniques, Critical Points for Effective Analysis, Competitive Planning Process, 4C Marketing Strategy Approaches
- **Product and Service Strategy**
4P Positioning Advantage, understanding The Principal of Publicity Various Publicity Techniques, VEPS Strategy for Brand Building, The Power of Co-Branding, Customer Service As Business Builder

Product Development

- **The Process of R&D**
Reasons for New Product Development, Input for New Product Development, New Products, New Ideas – AHA Formula, Research and Development Made Easy and Practical
- **Pricing Strategy**
4F In Pricing Strategy, The Power of DISCOUNT, The Principle of SINCERE Discounting, The Components of Price, The Types of Margin
- **Sure-Win Marketing Plan**
The INTENT of Marketing Strategy, Unconventional Strategies, Malaysia 12C Mentality.

PROGRAM DAY 2

Enhancing Selling Concepts

- **Need-To-Know Sales Concepts**
Reasons Why Sales Is A Top Job, The Realities
- **The Sales Process**
4 Basic Types of Customers, They Are Users Not Buyers, Strategies To Help Your Customer Save, 3 HISS (High Impact Selling Strategies)
- **Sales Team Management**
Sales Is About TEAMWORK, Common DISION Problems, The Power of Gender Sales, How Men Should Handle Female Customers (and vice versa)

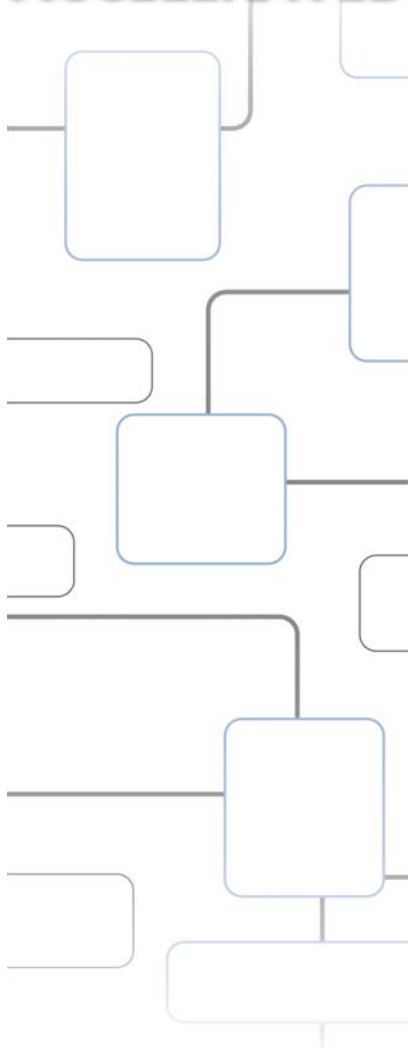
Tactical Sales Weaponry

- **Preparing**
5P Preparing for The Sales Battlefield, What To Prepare Before Meeting Customer
- **Targeting**
To Target Means To Understand Your Subject, The Anticipatory Approach, Detecting Customer's Thinking Pattern, Taking Advantage of Your Customers
- **Conquering**
6A Influential Power, The Power of Negotiation, Avoid LOSING Position, Enhance WINNING Chance, Points To Remember, Correct Negotiation Tactics, The Non-Negotiables, The GAMBLE Principle
- **Closing**
Reasons Why You Should Not Close The Sales, The CLOSE Approach, Helping Them To Make DECISION

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PROGRAM DAY 2

Customer Relationship Strategies

- **Basic CRM Strategies**

What Is Customer Satisfaction, Satisfaction From The Retail and Industrial Perspectives, Customer Care vs. Customer Service, How to CARE For Your Customers, Care Beyond Expectation, Principle of Customer Care Language, 5 Shy Words, 5 Fatal Words, More Words To Avoid, Professional Body Language, Bad Handshakes, Bad Body Signs, 3 Stages of Audio Perception, Principle of Perceptual Selectivity, What and How You Say, 6-Step In Answering A Call, 6-Step in Making A Call, Handling Difficult Callers.

- **Customer Retention**

Why Retaining Customer Base Is Important, Why Companies Lose Their Customers, When To Initiate Retention Strategies, Good and Bad CRM Effects, Tuning Customer Difficulty Into Loyalty, 15 Types of Difficult Customers, 18 Ways To Handle Difficult Customers, Malaysian Style In Conflict Resolution, Practical Retention Strategies, The Importance of Customer Loyalty, Customer Loyalty Programs, How To Develop Customer Loyalty