



SALES STRATEGIES FOR CHANGING TIMES

INSIGHTS FOR REVITALISING BUSINESS

17 & 18 August 2009, Grand Millennium, Kuala Lumpur

WORKSHOP LEADER



Rob Hartnett

Managing Director &
Chief Ideas Man

Selling Strategies International
- Sales Performance Leaders

Leading organisations that
have benefited from Rob's
consultancy

AGL -
Bosch -
Carrier -
Computercorp -
Megara -
Miller Heiman -
MLC -
Ronstan International -
Tait Electronics -
Thomson Reuters -
Victorian Government -

Are you experiencing the following?

- Sales cycles getting longer?
- Always competing on price?
- Finding it difficult to get in front of decision makers?
- Receiving poor quality leads?
- Have a wide variety in the skill level of your management team?

The country's latest trade figures announced last week have brought closer to home the reality that the current economic downturn could be more severe than anticipated. December exports fell 14.9% year-on-year, the biggest slide since September 2001, while imports fell 23.1%, the biggest since August 2001. This has raised concerns that the decline in global demand in the coming months may be more severe and will weigh on the country's gross domestic product (GDP) growth. Kenanga Research, in a recent note, has revised its GDP forecast to 0.6% for 2009 from 3.3% while the average GDP growth for 2008 may edge closer to 5% - The Star, 16th February 2009

This strategically focused event will provide delegates with in-depth knowledge in:

- **Motivating** and influencing high performing teams
- **Mastering** creative sales strategies and skills to gain competitive advantage
- **Adding** value through consultative sales process
- **Identifying** behaviours that enables you to influence others effectively
- **Developing** comprehensive strategies for team success
- **Impacting** and increasing sales performance
- **Improving** customer loyalty
- **Retaining** talented sales people
- **Excelling** in sales & services

"During an economic crisis, business growth heavily depends on sales methodologies which are beneficial to the organisation. This can be achieved by revisiting existing sales strategies, inventing new business processes, retaining customer satisfaction through effective cost optimisation, utilising current technology and strengthening sales team's skills, consequently giving business necessary impetus which will warrant a steady position in the market place and creating a pipeline of future business and sustained revenue. This workshop will enable organisations to turn the inevitable to greater opportunities."



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WORKSHOP OVERVIEW

Companies need to strategise their sales and marketing initiatives to gain momentum over their competitors to thrive during economic slowdown, ease decision making process and prepare for inevitable economic rebound.

This workshop discusses internal and external factors contributing towards overall sales performance. It defines fundamental steps to develop and implement effective sales strategies pertaining to different economic environment.

Session One

Evolution of Sales Management Role in Sales Environment

- Analysing trends of achievable plans
- Structuring and adjusting sales force over a "lifecycle" of growth and maturity
- Drawing attention to attractive vision of sales department's future
- Managing expectations of sales management

Session Goal: This session serves as an ice-breaker session for delegates to share their respective experiences and insights on how sales has evolved over the years with proliferation of competitors.

Session Two

Reviewing Current Sales Strategy

- Understanding company politics' influence and power in an organisation
- Reviewing KPIs to meet current challenges
- Securing current market share
- Highlighting potential benefits and acquiring new customers to meet sales target
- Using "low-in-cost" and "high-in-returns" methodologies to achieve sales targets

Session Goal: Delegates will be able to benchmark and identify loopholes of their sales initiatives for continuous improvement.

Hard work and togetherness. They go hand in hand. You need the hard work because it's such a tough atmosphere... to win week in and week out. You need togetherness because you don't always win, and you gotta hang tough together - *Tony Dungy*

Session Three

Remodelling Internal Sales Strength

- Pursuing sales opportunities in small, medium and large scale corporate accounts during economic downturn
- Restructuring effective business model framework
- Interpreting customer segmentation according to different market situations
- Re-assessing selling relationship

Session Goal: This session highlights internal sales strengths to be considered for improving overall sales cycle.

Session Four

Heading towards Perceived Quality

- Preparing a good Request For Proposal (RFP) which analyses current market trend, demands, internal budgets and competitor's pricing to suit individual customer/client
- Dealing with multilevel sales structure

- Dealing with recession objections
- Handling buying procrastination

Session Goal: This session prepares sales force to face external challenges in different economic condition.

Use what talents you possess; the woods would be very silent if no birds sang there except those that sang best - *Henry Van Dyke*

Session Five

Diversifying Your Sales Strategies

- Taking advantage of sales strategies to build future business pipeline
- Performing sales evaluation by tracking and monitoring sales pipeline and process performance
- Securing market share by enhancing sales performance level
- Maintaining focus and discipline around targeted selling strategies

Session Goal: This session discusses various sales strategies by thinking 'out of the box'.

Session Six

Bridging Performance and Productivity for Improved Sales Results

- Invigorating sales team and moving them away from their status quo mentality
- Structuring and deploying global sales forces to measure sales representative performance and to increase sales productivity
- Increasing sales productivity through streamlined internal communication
- Sustaining sales productivity through superior performance management

Session Goal: This session addresses importance of sales performance towards generating higher productivity.

END OF DAY ONE

Day Two

Tuesday 18 August 2009

Session One

Emphasising "Efficiency" and "Cost Optimisation" to Satisfy Customer's Requirements

- Forecasting sales opportunities accurately
- Emphasising forecasted results and working within set budgets
- Arresting declining revenues and margins by emphasising appropriate cost cutting measures
- Beating 'price war' among competitors within challenging times

Session Goal: This session discusses efficiency and cost optimisation as contributing factors towards achieving customer satisfaction.

Session Two

Revisiting and Restructuring Business Processes

- Auditing and redesigning internal sales processes
- Aligning marketing plans to sales processes
- Eliminating redundant sales phases to meet expected lead time
- Engaging team members before competition begins

Session Goal: This session serves as an avenue for delegates to carefully examine their sales process practices.

Session Three

Transforming Threats into Sales Opportunities

- Identifying obstacles and opportunities during economy recession
- Prospecting new market opportunities in a tough market condition
- Transforming sales operating risk into competitive advantage
- Harnessing disaster response and business continuity strategies
- Discovering lessons and tools applied in high-risk market and assisting team in achieving greater resilience
- Sustaining revenue during economic turmoil

Session Goal: Delegates will perceive threats as opportunities towards achieving positive outcomes.

Session Four

Retooling Sales Force via Technology as Communication Media

- Strengthening selling skills by using creative selling methods with latest technology
- Beating recession by boosting sales force automation
- Optimising sales efficiency via cutting-edge generation tools
- Bridging gaps between sales and IT department

Session Goal: This session emphasises importance of technology advancement and its impact on the business.

Having once decided to achieve a certain task, achieve it at all costs of tedium and distaste. The gain in self-confidence of having accomplished a tiresome labor is immense

- Thomas A. Bennett

Session Five

Tapping the Untapped Market

- Reconstructing market boundaries
- Creating uncontested market space
- Making competition irrelevant for other competitors
- Reaching beyond existing demand

Session Goal: This session focuses on innovative method of achieving successful sales by 'tapping the untapped' market.

Session Six

From Recession to Recovery

- Conducting an anatomy on current recession
- Preparing by acting in anticipation of economic recovery
- Drawing a suitable post-recession action plan
- Executing post-recession action plan

Session Goal: This session wraps up all previous sessions and prepares delegates in achieving a smooth recovery process.

We are hoarding potentials so great that they are just about unimaginable *- Jack Schwartz*

YOUR WORKSHOP LEADER

Rob Hartnett

Managing Director & Chief Ideas Man
Selling Strategies International
- Sales Performance Leaders

Rob Hartnett is executive director of Selling Strategies International (SSI), a leading sales performance consultancy and part of The Hartnett Group.

SSI counts among its client's top 500 enterprises, fast growing companies and government organisations.

Prior to forming SSI, Rob worked in senior sales and marketing positions for BCA IT, where he set numerous sales records, Apple Computer as a southern region channel manager, Hewlett-Packard as market development manager where he won the Asia Pacific High Achiever Award and award winning advertising agency Publicis Mojo where he worked on accounts such as Nike, Jetstar, Sensis, Hertz, Australia Post, Telstra and the Victorian Government.

Rob is known as a dynamic and inspiring speaker on sales and marketing and has presented across Australia and overseas.

He is a member of the Institute of Management Consultants, Australian Institute of Company Directors and is Associate of the New York State Speakers Association.

He is the author of three books, *"Fast Times Ahead"*, *"What Marketing People Know About Sales"* and *"Small Business, Big Opportunity"* which has over 130,000 copies in print.

Rob has appeared on TV programs such as Business Daily, Bread TV, GMA, Career Success and is currently the sales and marketing expert on Australia's Channel 7's Kochies Business Builders.

COURSE TIMETABLE

Registration	0830
Workshop commences	0900
Morning refreshment	1000
Workshop resumes	1015
Luncheon	1300
Workshop resumes	1400
Afternoon refreshment	1530
Workshop resumes	1545
End of workshop	1715

END OF DAY TWO