

# MASTERING THE ART OF SALES

(for B2B sales of industrial products and services)

## Don't **SELL**, let clients **BUY**



- ✓ How to identify and obtain potential clients in order to increase market share?
- ✓ How to make a great first impression with clients?
- ✓ How to clearly identify and understand client needs, then turn your solutions and products become the optimal choice for clients?
- ✓ How to maintain customer loyalty?

The "Mastering the Art of Sales" course equips you with the essential knowledge and techniques to cultivate strong client relationships, boost sales figures, and elevate your business performance

## CONTENT

### 1. Overview of Sales

- New perspectives on Sales: Create value and benefits for clients
- Sales positioning ~ Overcome sales obstacles
- Keys to success in sales
- 3 roles of a salesperson
- 3 essential factors for a successful salesperson

### 2. Techniques for finding and approaching potential clients

- Process of identifying and targeting clients
- Develop a client-approaching strategy
- Skills for making appointments
- Make a strong first impression with clients

### 3. Techniques for identifying and stimulating client's needs

- Recognize client's motivations for decision-making
- Understand client's purchasing principles and processes
- Questioning and listening skills to address client's needs
- Understand underlying needs beyond explicitly stated requirements

### 4. Sales presentation techniques

- Use DISC to identify customer personality for a persuasive presentation
- FAB Formula – Product Presentation Technique
- Determine the right time to offer solutions
- Present solutions that meets customer needs

### 5. Successful Sales closing skills

- Understand barriers in sales-closing
- Sales-closing process and techniques

### 6. Client's rejection handling skills

- View rejection as opportunities
- Understand the reasons behind client rejections
- Rejection-handling process

### 7. Relationship building and customer care after sales

- Analyze relationships for opportunities
- Connect with and build intimacy with clients
- Create value for clients through ongoing relationships

### 8. Action Plan

※ The above content is subject to change without prior notices

## TRAINING TIME - VENUE

**HO CHI MINH** 7-8/10/2024

- Time : 8:30 ~ 16:30
- Venue : T Floor, Nam Giao 1 Building, 261-263 Phan Xich Long, Ward 2, Phu Nhuan Dist.

**HA NOI** 15-16/10/2024

- Time : 8:30 ~ 16:30
- Venue : 12F, Indochina Plaza Tower, 241 Xuan Thuy, Dich Vong Ward, Cau Giay District.

## COURSE'S INFORMATION

- **Language** Vietnamese
- **Fee** **5,400,000 VNĐ/person** (VAT excl.)  
 ※ For 2-4 participants: 5% discount, for 5 or more participants: 10% discount.  
 (Applied separately for training in Ho Chi Minh and in Ha Noi).
- **Method** We apply offline training
- **Participant** HCM: 28 people – Ha Noi: 30 people  
 (First-come, first-served basis)
- **Registration** Fill in the attached 「Application form」 and send to AIMNEXT via Email



## OBJECTIVE

- Have a professional sales mindset & a positive sales attitude
- Understand the types of clients as well as their expectations and feelings towards your products and services
- Develop the ability to identify, approach and build relationships with clients
- Master the B2B sales process effectively
- Be able to maintain relationships with clients after the sale

## TARGET

- Sales staff, business development staff, etc.

## TRAINER

### Mr. L. D. Quang

- Ph.D. candidate - Business strategy, Tarlac State University
- Over 15 years experience in managing sales and marketing for MNCs, blended with 3 years working with the top consultancy in the world - Boston Consulting Group (BCG). Held management and executive positions: Chief Representative at Singapore General Hospital, Brand Ambassador for Diageo - Johnnie Walker & Singleton, Deputy Director at Starprint VN, and Capability Development Manager at Metro Cash & Carry VN
- Over 12 years experience in training for major Vietnamese and international companies
- Expertise areas: Sales and Marketing Strategy, Strategic Management, Business Development Management, Customer Service/Customer Relationship Management, Wholesale and Retail Management, Internal Trainer Training and other soft skills



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