

SALES CLINIC SERBIA 2009

1st Cycle
25th, 26th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

2nd Cycle
27th, 28th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

For whom this training is intended?

- For management of medium/large companies, both domestic and international
- For sales managers who will then be in a position to decide in which sales solutions should their companies invest in the future
- For sales professionals

Why would this training be of interest to me and my company?

You will get the opportunity to learn from the best, to acquire the methods of the only art that really generates income when you need it the most, but also to set the strategic direction regarding the future investments in sales solutions.

What shall I be able to do after this training?

You will be able to:

- Understand the buyer and his way of thinking
- Strengthen your rhetoric and negotiation skills
- Align strategical, tactical, and operational level of activities in your company
- Decide which sales methods and techniques you should develop in the future

What shall I be doing during this training?

- You will be introduced the newest sales techniques
- You will play the role of a buyer and act like him
- You will avoid unnecessary theories about sales
- You will get the best practice summarized
- You will practice sales in various situation
- You will decide about the destiny of your future approach to sales

The lecturers

Han Leenhouts

Mr Leenhouts has been active for more than 10 years in organizing business exhibitions at international fairs worldwide.

Hands-on experience and a large number of contacts and references have led to a natural expansion in terms of developing his own private company that nowadays serves those willing to learn how to build up their sales performance, both in trade fairs and through regular commercial activities.

Also, a number of companies that had motivation problems within its sales personnel were power-trained and re-energized successfully. Able to train in an international environment, regularly present in the media and internet, and active in the writing society, Mr. Leenhouts is a high-end example of a modern trainer.

His most famous references include Porsche, Shell, Xerox Europe, Unilever and many others.

SALES CLINIC SERBIA 2009

1st Cycle
25th, 26th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

2nd Cycle
27th, 28th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

Gideon Timotheus Schipaanboord

Mr Schipaanboord has held various sales positions over a long period of time in very different companies in the business sector.

As an expert in brand positioning, internal branding and business strategy, he has helped to build many effective branding campaigns. After gathering all this experience and building up his own personal knowledge database, he decided to pass on the skills he has acquired. His trainings have been regarded as attractive for many of those involved in building market approach from scratch for their companies.

In addition, four spoken languages give him a strong international note while delivering business solutions. Mr. Schipaanboord's long list of references, among others, consists of Bacardi, Campina, Deloitte, Dutch Telecom, Price Waterhouse, Rabobank, etc.

Duration of the training

The training will last for 2 days (8 hours per day). Both days are highly interactive, with adequate ratio of theory and practice.

Price of the training

The fee for attending the training is 500€ + VAT, paid in RSD. Participants can register their seat at latest 7 days before the training.

Training cycles

25th and 26th of May 2009
27th and 28th of May 2009

How to register?

1. Fill in the form that you have received together with this prospect and return back to the sender – by doing this, you have made a reservation for your seat at the training
2. After you have made the reservation, you will receive pro-invoice with the stated amount of participation fee
3. After your payment has been detected, you will be added on the list of participants and informed in a timely manner about additional details until the very training day

Contact

For any additional questions regarding this training, please contact:

Miro Smolović PMP

Manager, PricewaterhouseCoopers Training Academy

+ 381 11 3302 100

+ 381 11 3302 101

miro.smolovic@rs.pwc.com

Omladinskih brigada 88a, 11070 Belgrade, Serbia

or

Aleksandar Ostojic

Manager, Larive Serbia

+ 381 11 3830 614

+ 381 11 3830 614

a.ostojic@larive.rs

Kneginje Zorke 20, 11000 Belgrade, Serbia

SALES CLINIC SERBIA 2009

1st Cycle
25th, 26th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

2nd Cycle
27th, 28th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

Training agenda

Day 1		Day 2	
08.45 - 09.00	<i>Registration</i>	08.45 - 09.00	<i>Group Feedback</i>
09.00 - 09.30	Introduction of trainers and program	09.00 - 10.30	Introduction to Internal Branding
	Assessing the needs		
09.30 - 10.30	OGSM		
10.30 - 11.00	<i>Coffee/tea break</i>	10.30 - 11.00	<i>Coffee/tea break</i>
11.00 - 12.30	OGSM	11.00 - 12.30	Rebuttal Training
12.30-13.30	<i>Lunch break</i>	12.30 - 13.30	<i>Lunch break</i>
13.30 - 15.00	Selling does not exist, buying does	13.30 - 15.00	Trade Fair Sales
15.00 - 15.30	<i>Coffee/tea break</i>	15.00 - 15.30	<i>Coffee/tea break</i>
15:30 - 17.00	Selling does not exist, buying does and connection to the Prospect Management System.	15:30 - 17.00	Trade Fair Sales

Briefly About the Program Topics

Topics are, given the circumstances on the market today, frequently asked for in Europe. The market pie is shrinking rapidly, so now is the right time to claim your piece. If you ask yourself, you will easily conclude that selling is currently the only key ability to grow your firm. Moreover, the skills these training topics will provide are proven on the market day after day, by the very same experts that will pass them on to you.

Whatever you learn here today – it will be applicable tomorrow.

Topic No 1: OGSM-Planning

The popular 4 steps “OGSM” planning method (**O**bjectives-**G**oals-**S**trategies-**M**easures) pioneered by P & G will help you make plans just like the multinationals do! You will be able to identifying simple objectives, and to find specific actionable results to support them. You will learn how to start the initiative that will lead towards achieving your goals, and how to select the quantifiable methods for measuring success of your strategy and actions.

Topic No 2: Sales Does Not Exist, Buying Does

Get an insight on how sales work in the mind of a customer. The method originated from one of the largest copy-manufacturers in the world. After this training, you will be able to completely understand your customer’s way of thinking, and therefore provide the best and only solution he/she really wanted from you.

Topic No 3: How to Run an Effective Sales Organization

If you ask a salesman for how many kilometers he has been driving his car, you will get the exact number. However, if you ask him how his sales are going, the answer you will get will not be nearly as clear. The PMS-system (Prospect Management System) gives the answer to this question. No hiding any more. This training will give you the skills to quantify your sales efforts and results.

SALES CLINIC SERBIA 2009

1st Cycle
25th, 26th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

2nd Cycle
27th, 28th of May
Training Academy
by PricewaterhouseCoopers
Omladinskih brigada 88a
Airport City Belgrade

Topic No 4: Internal Branding and Positioning

Do you experience troubles in passing your corporate strategy onto the operational level of your company? Do you feel that the company spirit cannot be felt outside where your marketers work? Internal Branding is using the brand as an instrument to provide direction to the internal organization to fulfill the promise to the customers. Internal Branding provides marketers with the chance to deliver a compass for the strategic direction of the organization. This training will help you align the real life and your sales strategy.

Topic No 5: Rebuttal Training

Why do customers say NO? Does NO always mean NO? In every phase of the selling process you might encounter resistance to what you are offering. This training will lead you through the most common rebuttals and show you the shortest way from NO to YES.

Topic No 6: Effective Selling at Trade Fairs

Everybody is trying to get a budget for presence at trade fair exhibitions. It looks easy once you get there, but there are a number of pitfalls that might ruin your success. This training will show you the pitfalls and the way to avoid them. The bottom line at any fair is definitely – it's too expensive to be exhibitor today, so everybody should utilize the invested money in the best possible way!