



KUALA LUMPUR BUSINESS SCHOOL

Training Provider No: 1340



PEMBANGUNAN SUMBER MANUSIA BERHAD

PROGRAM DI BAWAH SBL-KHAS

2-Day Workshop on

MANAGING SALES IN TURBULENT TIMES

Code Program: (1210/4861)

Understanding How To Manage Sales

- Marketing is a discipline of business knowledge, whereas selling involves skill which is not easily acquired from textbook.
- Selling is very much related to managing people, therefore skills in managing people is vital to those who wish to become sales superstar.
- Buyers will only make their purchases after believing that the goods or services that they will receive are added values to their daily lives.
- There are a lot of resistances in selling activities, but opportunity arises from resistance.

OBJECTIVE

Participants will be able to develop skills and competencies in various aspects of sales. They will be able to differentiate between marketing and selling and the significance of each function to the future survivability of the organization, understand the various stages in selling activities and elements involved in each stage, able to identify potential buyers of the product and the determinant factors that influence customer purchasing pattern, and know the methods in retaining existing customers. This programme will also highlights the traits of a super-salesperson.

WHO SHOULD ATTEND

Personnel in
Marketing and Sales



PROGRAMME OUTLINE

Overview of Marketing

- The basic concept of marketing
- Marketing mix
- The importance of marketing in business
- Marketing cycle

Introduction to Selling

- Basic concept of selling
- Types of selling
- Selling process
- Significant of each step in selling process

What Makes A Salesman

- Basic requirements for a salesman
- What makes a super-salesman?
- Preparation to become a salesman
- Benefits as a salesman

Finding Buyers

- The attitude of a buyer
- Path of purchase
- Content review

Sale Determinants of A Particular Industry

- Sale determinants
- The significant and relationship of each determinants
- How forecasts sales
- Forecasting methods

Other topics include:

Sales Planning

How to Turn Resistance into Opportunities

Creating and Sustaining High-Performance Sales Culture



PEAKERS

Dato' Dr. Sudin Haron is one of the world's renowned scholars in business and management, as well as in banking and finance. Currently, he is the President of Kuala Lumpur Business School and Executive Chairman of Vision Bridge Sdn Bhd. He was attached with the Central Bank of Malaysia as a Specialist at the Islamic banking and takaful department from 2005 to 2006. In 2006, he was appointed as the Deputy Chief Executive of INCEIF (International Centre for Education in Islamic Finance). Before joining the Central Bank of Malaysia, Dato' Dr. Sudin served the Northern University of Malaysia in various capacities as an academician and administrator. Prior to becoming an academician, he worked with one of the local banks in Malaysia and his final assignment was as a branch manager.

Zainal Abidin Yahya is a Certified Professional Trainer (MIM-CPT) and Certified Professional Entrepreneur (MIM-CPE) from Malaysian Institute of Management, as well as a Certification in Training from Pembangunan Sumber Manusia Berhad (PSMB). He is also a Member of Malaysian Institute of Management (MMIM). He is a qualified trainer in areas such as financing for agriculture sector, marketing, sales and customer service, entrepreneurship development, as management, and organizational behavior.

Guest Speaker

Dato' Raduan Hj. Md Taib has a vast experience in the banking and corporate world. He has 11 years of experience in the banking sector. Subsequently, he ventured into the corporate world in 1987 as a Chief Operating Officer and was later promoted as the Chief Executive Officer of one of the biggest property developers in Malaysia. He also served as the Vice President of the International Real Estate Federation or FIABCI Malaysia. Dato' Raduan was also actively involved in the development of entrepreneurship in Malaysia whilst serving as an Exco member for the National Chamber of Commerce and Industry Malaysia (NCCIM), the Vice President of the Malay Chamber of Commerce Malaysia (MCCM), and President of MCCM for the state of Selangor. Dato' Raduan holds an honours degree in Political Science and obtained his MBA from the Asian Institute of Management.

About Kuala Lumpur Business School

Kuala Lumpur Business School or better known as KLBS was set up to promote and develop leadership as well entrepreneurship excellence. KLBS is committed to continuously strive in becoming a world-class training provider with dedication and enthusiasm to deliver the highest standard of professional training and consulting to our valued clients. We believe that continuous training, skills upgrading and development of workforce are important processes to provide employers with a competitive edge in the ever competitive market and knowledge-based economy.

At KLBS, our vision is clear and concise: "Creating Dynamic Leaders". Our mission is to contribute in significant ways to the advancement of leadership knowledge and the development of leadership talent which appreciate our own values but with international outlook. KLBS seeks to create a deeper understanding of leadership which is both intellectually engaging and personally meaningful.

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