



## Two Things All Managers Know

*Business-to-business (B2B) sales is critical to any company's success*

*Anything less than a professional sales approach is doomed to failure*

# Two Things All Managers Know and Should Do

## B2B Professional Sales Public Seminars Catalog



## Two Things All Managers Do

*Ensure your sales team is competent in the 15 critical B2B sales skills*

*Begin the team's learning and development today by registering them for a B2B Professional Sales Seminar*

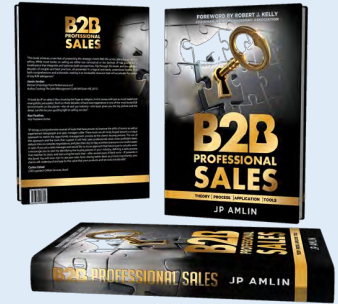


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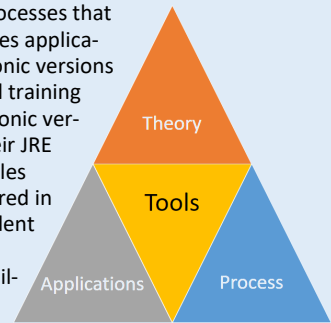
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## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES TRAINING METHODOLOGY

B2B Professional Sales teaches salespeople the 15 skills they need to have to be successful in today's competitive B2B sales environment. The B2B Professional Sales training methodology follows the widely accepted 70:20:10 Model for Learning and Development. The model states individuals obtain 70 percent of their knowledge from job-related experiences (JRE), 20 percent from interactions with others, and 10 percent from formal educational events. The B2B sales training seminars are the formal educational events where the salesperson learns the critical B2B sales skills, processes, and tools. They will start using their sales skills and tools in the seminar in a variety of learning activities. This practice in the seminar environment prepares the salesperson in applying the concepts back in their sales environment, thereby maximizing the effectiveness of their JRE and interactions with others and improving their sales success. **The B2B Professional Sales is the only sales training that has a reference**



**sales textbook. Students of a B2B Professional Sales training event are given a copy of the textbook, and they will become familiar with the content because many references to the textbook will be made during the seminar.** The textbook is 687 pages covering all the critical B2B sales skills taught in the seminars shown in the box to the left.



For each sales skill the relevant theory or research is reviewed, the various processes that have been developed for applying the skill and descriptions of specific real sales applications of the sales skill are described. Students also receive the editable electronic versions of the tools discussed and used in the seminar. The combination of the formal training event, a complete reference textbook, practice during the training, and electronic versions of the tools makes it easy for the students to customize the tools for their JRE learning. The tools also facilitate interactions with others, specifically other sales team members, sales managers, coaches, or mentors. The level of detail covered in each sales skill component (theory, process, applications, and tools) is dependent on the level of competency the salesperson requires for the specific skill. The level of competency, basic or advanced, is dependent on their sales responsibilities, experience, and market conditions in which they sell. In most cases, the participants should attend Basic Competency Level seminars before attending the Advanced Level seminars.

### CRITICAL B2B SALES SKILLS

- Marketing
- Prospecting
- Selling Business Value
- Account Management
- Opportunities Management
- Sales Communication Skills
- Relationship Management
- Presentations Skills
- Sales Call
- Handling Customer Objections
- Strategic Sales Planning
- Bidding
- Pricing for Bids
- Negotiations
- Pipeline Management

*"This book achieves a rare feat of presenting the strategic intent AND the action plans for successful selling. While most books on selling are either too conceptual or too tactical, JP has assembled a masterpiece that integrates and balances both perspectives. Flip through this book, and you will find decades of insights and best practices, all presented in a logical and easily understood format. It is both comprehensive and actionable, making it an invaluable resource that will accelerate the career of any B2B salesperson."*

#### Jason Jordan

Partner of Vantage Point Performance and  
Author Cracking The Sales Management Code (McGraw-Hill, 2012)

The B2B Professional Sales training offerings are organized into modules that can be scheduled into the salesperson's training and development plan. The offers are shown in the table below. Customized company-specific in-house training can also be delivered to meet your sales team's needs. For a complete listing of B2B Professional Sales seminars, visit <http://www.b2bprofessionalsales.com/#sales-training>.

Training	Target Audience	Sales Skills Targeted	Level of Competency	Duration Days	Maximum # of Students
Winnig B2B Sales: Critical B2B Sales Activities	All customer facing staff (management, support, sales, operations)	Marketing, Communication, Relationship Management, Building Trust, Prospecting, Customer Profiling, Sales Call, Selling Business Value, Handling Customer Objections	Basic	5	12
Sales Presentation Skills	All staff who make sales or marketing presentations to customers	Presentations	Basic	4	6
Managing B2B Opportunities	All sales and account or territory management staff, sales managers or managers who have sales people reporting to them	Opportunities Management, Strategic Sales Plan, Pipeline Management, Planning (Account and Territory Plans), Bidding, Negotiations	Basic	5	12
Advanced Presentation Skills	All staff who may have attended the Sales Presentation Skills seminar	Communication and Presentations	Advanced	5	6
Securing Strategic Must Win Sales Opportunities	All sales and marketing staff involved in large strategic sales that follow the customer's procurement processes and require a formal bid to be submitted in response to the customer's request for proposal or tender	Strategic Sales Planning, Selling Business Value	Advanced	5	12
Advanced Bidding Seminar	All staff directly responsible for preparing bids	Bidding and Pricing for Bids	Advanced	5	12
Advanced Sales Negotiations Seminar	All staff directly responsible for negotiations with the client.	Negotiations	Advanced	5	12
Account Management Seminar	All account managers and staff responsible for managing the relationship between their company and key or strategic accounts	Account Management, Pipeline Management, Planning, Selling Business Value	Advanced	5	6
Sales Management Seminar	All sales managers	Coaching: Sales Call Skills, Handling Customer Objections, Strategic Sales Planning, and Pipeline Management	Advanced	5	6
<b>Sales Academies</b>					
Sales School	Sales staff, account managers, and sales managers	All critical B2B Sales Skills	Basic	2 weeks	12
Sales University	Sales staff, account Managers, and sales managers	All critical B2B Sales Skills	Advanced	4 weeks	9

Each sales training delivery uses a combination of learning activities such as instructor-led lectures, individual and team exercises, workshops, case studies, team competitions, real-time audience polling feedback and quizzes, and online seminar feedback, a copy of which all students will receive after the completion of the seminar. The instructor is also available for individual coaching and discussions after the seminar each day and via e-mail after the seminar.

## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES WINNING B2B SALES: CRITICAL B2B SALES ACTIVITIES



This is a virtual seminar that covers the critical sales activities that all B2B professional salespeople must do to maximize their sales effectiveness. The target audience for this training is sales-people or sales teams who sell to businesses that follow the formal buying process with multiple people involved at different stages of the process. Class size is limited to 6 students.

Participants are asked to bring real sales opportunities they are pursuing as they will start applying at the seminar the B2B Professional Sales Processes and Tools.

### Seminar Content

#### Virtual Sessions 1 and 2 or In-Person Day 1

- Introduction to B2B Professional Sales Activities
- Introduction to Competition Law
- Relationship Management: What It Takes to Be a Trusted Advisor
- Profiling Customers and Yourself for Sales Success

#### Virtual Sessions 3 and 4 or In-Person Day 2

- Power Prospecting Techniques
- Identifying and Qualifying Opportunities
- Tools to Plan and Execute a Sales Strategy

#### Virtual Sessions 5 and 6 or In-Person Day 3

- Sales Call Skills and Tools
- Sales Call Role-play 1 Modelling

#### Virtual Sessions 7 and 8 or In-Person Day 4

- Presenting Powerful Proposal
- Handling Common Customer Objections Part 1

#### Virtual Sessions 9 and 10 or In-Person Day 5

- Handling Common Customer Objections Part 2
- Sales Call Role-play 2 Modelling

### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hard copy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- Certificate of completion at the end of the seminar



### Event Logistics

The seminar will start at 8:30 a.m. and finish at 5:30 p.m. each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one-hour lunch, allowing students to check e-mails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

*What graduates of the B2B Professional Sales Critical B2B Sales Activities Seminar have to say:*

*"The bonus were the forms and materials we got; took it from meeting to exceeding expectations. I'd already heard the trainer was excellent, so my expectations were very high!" John, Stavanger*

*"The ability to discuss specific issues I have in sales and tailoring it to help me improve was excellent!" Mohamed, Dubai*

*"And again thanks for your outstanding training! From my natural rejection to any activity that involves sales, now I understand that with a 'method' and 'effort,' it is possible for an engineer to become a sales engineer and contribute to my company's success." Suci, Kuala Lumpur*

*"To be trained by the man who wrote the book! Outstanding. I do feel fortunate to have had this training and much better prepared to do my job." Dmitriy, Moscow*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### SALES PRESENTATIONS SKILLS SEMINAR

This is a four-day seminar that covers the basic skills and techniques to deliver winning sales presentations. The topics covered are for both formal stand-up sales presentations and less formal sales discussions when the sales person is seated at a table with the customer. The target audience for this training is salespeople or sales teams who sell to businesses. Class size is limited to six students.

Students must bring a presentation and be ready to present at the start of the seminar on Day 1.

#### Seminar Content

##### Day 1

- Introduction to Presentation Fundamentals
- **Take 1: Baseline Recording Student Presentation**
- Delivering with Confidence and Connecting With Your Audience
- Your Role in the Presentation: Body, Voice, Words
- **Take 2: Recorded Presentation Practice Session**

##### Day 2

- Audience Factors Influencing Presentation, Delivery, Content
- Messaging: Creating a Memorable Presentation
- Handling Common Customer Questions and Objections
- Presenting Using Flipcharts, Handouts, Props
- **Take 3: Recorded Presentation Practice Session**

##### Day 3

- Presentation Structure
- 4 Step Creation Process
- Customer Copy: How to Make it Valuable
- Logistics: Preparation and Planning

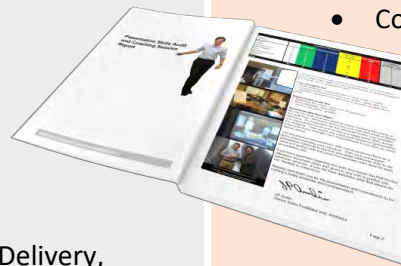
##### Day 4

- **Take 4: Individual Presentations to Audience.** Recorded, and Audience Feedback
- Seminar Feedback
- Graduation

#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- Coaching report with detailed feedback on the student's Take 4 presentation including a summary of their presentation skills and recommended actions to improve their delivery
- Certificate of completion at the end of the seminar



#### Event Logistics

The seminar will start at 8:30 a.m. and finish at 5:30 p.m. each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one-hour lunch, allowing students to check e-mails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What graduates of the B2B Professional Sales Fundamental Presentations Skills Seminar have to say:

*"Excellent seminar, I wish I had done this earlier in my career, the skill, knowledge and material are very essential for everyone that stand up in front to do a presentation, doesn't matter if you are a sales, scientist or a manager. This training is a must!" Sato, Sakhalin*

*The techniques enable me to do things correctly and paves the way for me to deliver the presentation in a simpler way. Confidence level is higher when things are simple!" Carlos, Quito*

*"Delivery of the content by the trainer i.e energy level, enthusiasm, expert domain knowledge and ability to adapt to specific contexts was outstanding! I want to present like him when I grow up :>)" Jim, Calgary*

*"Everyone thinks they are a good presenter until they see themselves on camera myself included. Now I am motivated and confident I can do much better now that I understand the key presentation skills and processes. I do not think the depth of each interaction with each student would have been possible had the class been larger than 6. Thank you!" Samantha, London*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### MANAGING B2B OPPORTUNITIES



This is a five-day seminar that covers the skills and techniques for opportunities management, pipeline management, strategic sales planning, creating account and territory plans, bidding, and negotiations. The target audience for this training is salespeople or sales teams who sell to businesses following the customer's formal procurement tendering process to select suppliers. Class size is limited to 12 students. It is recommended students attend B2B Professional Sales Critical B2B Sales Activities before attending this seminar.

Participants are asked to bring real sales opportunities they are pursuing as they will start applying at the seminar the B2B Professional Sales Processes and Tools.

#### Seminar Content

##### Day 1

- Fundamentals of Opportunities Management
- Opportunities Management Stages and Tools
- Pipeline Management
- Pipeline Management Reviews

##### Day 2

- Strategic Sales Planning
- Strategic Sales Plan Issues
- Creation of a Strategic Sales Plan

##### Day 3

- Strategic Sales Plan Review
- Account and Territory Plans
- 4-Point Bid Evaluation Model

##### Day 4

- Bid Strategy Creation
- Bid Strategy Review Presentation Components
- Contract Management

##### Day 5

- Collaborative Negotiations
- Situation Analysis, Negotiation Plan and Strategy Factors
- Dealing with Competitive Negotiators
- Seminar Feedback
- Graduation

#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar, and
- Certificate of completion at the end of the seminar



#### Event Logistics

The seminar will start at 8:30 a.m. and finish at 5:30 p.m. each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one-hour lunch, allowing students to check e-mails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What graduates of the B2B Professional Sales Managing B2B Opportunities Seminar have to say:

*"Five days just flew by! Every day I learned not only hardcore professional sales concepts but also have the physical tools to now manage my pipeline. I feel lucky to have attended this seminar."* Evgeny, Baku

*"Two things are obvious from this seminar. These ideas work and the passion Mr. Amlin brings as an instructor motivates me to do better. Thank you!"* Sarah, Houston

*"My manager has referred to this training many, many times and Mr. Amlin as being the guru of sales. He was right. And now I will do the same and send my team as soon as possible."* Laurent, Paris

*"The 4-Point Bid Model is mind boggling to me. I have just never thought of considering these factors, and I have been replying to tenders for 10-years! Not only will I do a much better job at preparing the bid but I can also now coach the new sales people entering the team. The benefit to the company is huge!"* Ahmed, Cairo



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### ADVANCED PRESENTATIONS SKILLS

This is a five-day seminar that covers the advanced skills and techniques to deliver high stakes sales conversations and presentations. The topics covered are for both formal stand-up sales presentations and less formal sales discussions when the sales person is seated at a table with the customer. The target audience for this training is salespeople or sales teams who sell to businesses and have already attended the Fundamental Sales Presentations Skills seminar. Class size is limited to six students.

Students must bring a presentation and be ready to present at the start of the seminar on Day 1.

#### Seminar Content

##### Day 1

- Review of Presentation Fundamentals
- **Take 1: Baseline Recording of Student Presentation**
- Neuroscience of Messaging
- Presentation Makeover Workshop

##### Day 2

- **Take 2: Recorded Practice Session**
- The Science of Storytelling
- Techniques to Keep You're Audience's Attention
- Adding Advanced Techniques to Your Presentation Workshop

##### Day 3

- **Take 3: Recorded Practice Session**
- Taking Your Audience on a Memorable Journey
- Adding Milestones to Your Presentation
- Leveraging Audience Enthusiasm and Dealing with a Difficult Audience

##### Day 4

- **Take 4: Individual Presentations to Audience.** Recorded and Audience Feedback.
- Seminar Feedback
- Graduation

##### Day 5 - Individual review of feedback 1-hour

#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
  - Coaching report with detailed feedback on the student's Take 4 presentation including a summary of their presentation skills and recommended actions to improve their delivery
  - The book *Conversations That Win the Complex Sale* which will be referred to throughout the training
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day. Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their handphones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What graduates of the B2B Professional Sales Advanced Sales Presentations Skills Seminar have to say:

*"This training is clearly advanced. The fundamental presentation skills training was excellent and gave me the confidence to stand in front and present. This seminar gives you the tools and confidence to connect with individuals in your audience. I agree with the instructor being a great presenter requires a strong grip on the fundamentals and then layering on these advanced techniques. Thank you!" Philip, Rio*

*"I love the theory and concepts from neuroscience. The game changer for me is the importance of stories and how to tell a story effectively. I can see how this will differentiate me from the other salespeople who go in and present a canned presentation (like I used too)." Iwan, Singapore*

*"I have learned so many new things in this seminar that I have already incorporated into my next presentation. I feel like I want to say sorry to my clients for my old presentations and charge admission for my next one :>)" Vanita, Bangalore*

*"It is the first training that I have ever attended that the instructor limited the class size to such a small number—six. And this is what makes this class so special. It is the first time that I have received one-on-one coaching in a seminar, and it has helped me learn a lot more and better." Jeremy, Denver*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES SECURING STRATEGIC MUST WIN SALES OPPORTUNITIES



This is a five-day seminar that covers the advanced skills and techniques for strategic sales opportunities that are considered must-wins. The target audience for this training is salespeople or sales teams who sell to businesses following the customer's formal procurement tendering process to select suppliers. Class size is limited to 12 students.

Participants are asked to bring real sales opportunities they are pursuing as they will start applying at the seminar the B2B Professional Sales Processes and Tools.

### Seminar Content

#### Day 1

- What Makes an Opportunity Strategic and a Must Win
- Opportunity Management Early Stage Activities
- Introduction to the Pricing Worksheet
- Market Analysis
- Market Analysis Workshop

#### Day 2

- Evaluation of Options Activities
- Customer Value Analysis
- Customer Value Analysis Workshop
- Deciding the Proposal Strategy
- Deciding the Pricing Strategy
- Pricing Strategy Workshop

#### Day 3

- Procurement Stages Activities
- Advanced Bidding and Negotiation Strategies
- Planning Executive Involvement

#### Day 4

- Post Award Activities
- Maximizing the Implementation and Review Stages

#### Day 5

- Strategic Sales Plan Presentations and Graduation

### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- Certificate of completion at the end of the seminar



### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day. Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

### What graduates of the B2B Professional Sales Securing Strategic Must Win Sales Opportunities have to say:

*"Wow unbelievable seminar. The content, instructor and reference textbook are world-class. I can't wait to get back to my location and kick butt!" Jorge, Mexico City*

*"Many thanks to Mr. Amlin I now understand what I should be doing to be successful at my job. Before very honestly I was confused and not confident to decide what to do. The advice I received from others did not help. Now I have plan and clear actions to go forward." Scotty, Aberdeen*

*"I'm going back to my manager and insisting he and the rest of the team attend this seminar as soon as possible." Paul, Ho Chi Minh City*

*"I have attended two other sales training seminars and in both I heard the words tricks. In this seminar tricks were never mentioned only what professional sales people to do to create a win-win outcome" Victor, Abu Dhabi*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### ADVANCED BIDDING SEMINAR



This is a five-day seminar that covers advanced bidding skills and techniques. The target audience for this training is salespeople or sales teams who sell to businesses following the customer's formal procurement tendering process to select suppliers. Students must attend Managing B2B Opportunities Seminar before attending this training. Class size is limited to 12 students.

Participants are encouraged to bring a real tender for which they will apply the advanced bidding techniques. The tender can be a past or current tender.

#### Seminar Content

##### Day 1

- Introduction to Advanced Bidding
- Advanced Bidding Proposal Development Worksheet
- Advanced Bidding Workshop

##### Day 2

- Presentation of Advanced Bidding Worksheet
- Defining the Offer
- Creating a Plan Summary
- What is Monte Carlo Simulation
- Building a Risk Model for Your Bid Strategy Workshop

##### Day 3

- Presentation of Risked Model
- Bid Strategy Review
- Advanced Bid Proposal Techniques
- Creating a Bid Strategy Review Presentation Workshop

##### Day 4

- Presentation of Bid Strategy
- Creating a Customer Bid Presentation

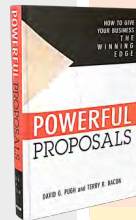
##### Day 5

- Managing Team Presentations
- Seminar Feedback
- Graduation

#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- **Powerful Proposals** 252 pages written by David G. Pugh and Terry R. Bacon.
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What graduates of the B2B Professional Sales Advanced Bidding Seminar have to say:

*"Advanced bidding worksheet is worth the seminar fee alone. I will start using this next week with my team." Sergio, Bogotá*

*"Excellent add-on training after the Managing B2B Opportunities. I created more than two Return on Training Ideas (ROTI) every day." Maria, Almaty*

*"I had always heard the term P90, P50, and P10 but never understood what it really meant and how valuable this concept is for bidding. With this seminar, I'm now confident to apply this properly and make better business decisions." Agus, Jakarta*

*"The last day was a bonus in my company we do bid reviews, but with no structure or bid strategy component, it is all P&L review. Now we have a way to optimize the evaluation and our target revenue. I'm sure this will easily make the company over a \$1,000,000 on our next big tender—no exaggeration." William, Tyumen*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### ADVANCED SALES NEGOTIATION SEMINAR



This is a five-day seminar that covers advanced sales negotiation skills and techniques. The target audience for this training is salespeople or sales teams who sell to businesses following the customer's formal procurement process to select suppliers. Students must attend Winning B2B Sales: Critical Sales Activities before attending this training. Class size is limited to 12 students.

Participants are encouraged to bring a real sales example for which they will apply the advanced sales negotiation techniques. The sales example can be a past or current sales example.

#### Seminar Content

##### Day 1

- Introduction to Advanced Sales Negotiations—4 Critical Success Factors
- Collaborative Negotiations Planning Framework
- Step 1: Situation Analysis
- Advanced Sales Negotiations Capturing and Analyzing the facts—Workshop

##### Day 2

- Step 2: Proposal Analysis and Negotiation Strategy
- Negotiation Strategy Workshop and Video Modeling
- Step 3: Negotiation Meeting Planning and Execution

##### Day 3

- Creating a Negotiation Document - Analysis and Plan
- How to Negotiate Collaboratively
- Video Modeling the Negotiation Meeting

##### Day 4

- Step 4: Dealing with Competitive Negotiators
- Video Modeling: Dealing with Competitive Negotiators
- Advanced Techniques for Negotiation Meetings

##### Day 5

- Case Study Role-play Preparation
- Case study Role-play—Recorded and Reviewed
- Managing Post Agreement Negotiation Situations
- Negotiating with a Dissatisfied Customer

#### Seminar Materials

In addition to the PDF of the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar, and
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their handphones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### **What graduates of the B2B Professional Sales Advanced Sales Negotiation Seminar have to say:**

*"This seminar is excellent. I will now be fully prepared when I go to negotiate. My confidence is very high, and I committed to using the negotiation to strengthen the relationship between my customers and my company and me." Li Qiang, Tianjin*

*"The negotiation worksheet is brilliant. It forces you to evaluate your trades and have a strategy for when and how to offer these to the customer. Before this seminar, I never thought this was possible. Negotiation is truly a science." Ross, Perth*

*"For me, just the information on how to respond to a customer who demands you lower your price to match a competitor was absolutely new to me. In fact, during the seminar, I used the recommended response and got the work without dropping my price. This is a great ROI from the seminar."*

*Rebecca, Austin*

*"This seminar showed me that I was not negotiating when I thought I was and that I was giving my company's profits away. I will now negotiate much better deals now and improve the relationship with my customers." Sayyed, Tashkent*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### ACCOUNT MANAGEMENT SEMINAR



This is a five-day seminar that covers account management skills and techniques. The target audience for this training are account managers who are responsible for managing key or large Accounts. Account managers attending this training must attend the B2B Professional Sales Critical B2B Sales Activities Seminar and Managing B2B Opportunities Seminar before attending this training. Class size is limited to 12 students.

Participants will need to have access to Account information while at the training.

#### Seminar Content

##### Day 1

- Introduction to Account Management
- The Account Management Model
- The Account Plan
- Account Relationship Profiling
- Account Relationship Profiling Workshop

##### Day 2

- Account Revenue Plan and Strategy Setting
- Account Pipeline
- Key Opportunity Management

##### Day 3

- Marketing and Business Development Plan
- Plan Workshop
- Selling to Senior Executives
- Trust Building Process
- Selling to Sr. Executive Role-play

##### Day 4

- Account Relationship Plan
- Communicating, Executing and Tracking the Account Plan
- Account Plan Presentation Workshop

##### Day 5

- Account Plan Presentations and Feedback - Processes and Tools
- Account Management Best Practices
- Managing Account Competitor Intelligence
- Seminar Feedback
- Graduation

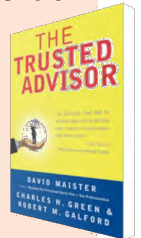


#### Seminar Materials



In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- **The Trusted Advisor** written by David Maister, Charles Green and Robert Galford.
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What graduates of the B2B Professional Sales Account Management Seminar have to say:

*"The AM model is a great way to think about the cornerstones of my job and ties all the pieces of the seminar together. Thank you very much for the Trusted Advisor book it has changed my mind about how to build relationships" Peter, Houston*

*This is my third seminar with B2B and Mr. Amlin. The content was excellent and the tools fantastic. Never a dull moment in 5 -days. As the Guru says ...such excitement!" Wanchai, Bangkok*

*"The template for the Account Plan and the reviewing tools are excellent just what I was looking for." Joseph, Toronto*

*"Was great to be in training with other Account Managers. What was amazing was we the class gave us a common language in which to discuss issues facing most of us. I am much better prepared now to be a successful Account Manager. Thanks again." Janice, Tunis*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### SALES MANAGEMENT SEMINAR



This is a five-day seminar that covers sales management skills and techniques. The target audience for this training is sales managers or managers who have sales responsibilities and salespeople reporting to them. Managers attending this training must attend B2B Professional Sales Critical B2B Sales Activities Seminar and Managing B2B Opportunities Seminar before attending this training. Class size is limited to 12 students.

Managers are encouraged to bring examples of sales plans, pipeline and opportunity review guidelines.

#### Seminar Content

##### Day 1

- Introduction to Sales Management
- Sales Management Model
- World Class Sales Organization
- Coaching Your Team
- Profiling exercises

##### Day 2

- Coaching Role-Plays
- Maximizing Coaching ROI
- Management and Coaching Tools

##### Day 3

- Pipeline Reviews
- Sales Strategy Reviews
- Bid Reviews

##### Day 4

- Establishing Sales Strategy
- High Impact Sales Role
- Sales Administration Best Practice: Sales meetings, CRM, Competitor Intelligence

##### Day 5

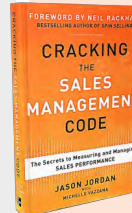
- Team Building
- Seminar Feedback
- Graduation



#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- **Cracking the Sales Management Code** 256 pages. Written by Jason Jordan and Michelle Vanzana.
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their hand-phones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate one hour after each training day for review and completing evening assignments.

#### What Graduates of the B2B Professional Sales Sales Management Seminar have to say.

*"I've been in sales for 25 years and sales management for the last ten years. In 5-days I have learned more about sales and sales management, and I'm fired up to start applying what I have learned with my team." Hector, Buenos Aires*

*"I can guarantee that the two books will not be collecting dust. I finally have a clear picture of how to add value as a sales manager. I see now that I have been spending 100% my time doing only 15% of my job. Starting on Monday, I will start being a sales manager. Thank you!" Adelola, Lagos*

*"Thanks for putting up with me in the class and for insisting I put the phone away and listen. It is the first seminar in many years that I can say the trainer was there for the class and not just to deliver a seminar. You were the first in and last one out. The best training I have ever attended." Emma, Stavanger*

*"JP this is a post-seminar feedback. 100% of the ROTI's have been implemented, and I have seen a tremendous improvement in my team's effectiveness and my participation I can now say my job is much more rewarding! Thank you." Tony, Milan*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### SALES SCHOOL



*This is an intense two-week seminar covering all 15 critical B2B professional sales skills at the basic level. The target audience for this training is frontline salespeople who are engaged with customers and need a comprehensive and accelerated sales training for their role. Class size is limited to 12 students.*

*An added advantage of the sales school is during the weekend between week one and two students receive one-on-one coaching from the instructor.*

### Sales School Content

#### Week 1

##### Day 1

Sponsor Welcome Address to Students

Introduction: Curriculum Review, Marketing Concepts for Salespeople

##### Day 2

Morning - Sales Activities and Opportunities Management

Afternoon - Sales Call Skills: Opening, and Probing

##### Day 3

Morning - Sales Call Skills: Supporting and Closing the Sales Call

Afternoon – Sales Call Presentation Techniques and Sales Call role-play

##### Day 4

Morning - Sales Call Skills: Handling Customer Objections

Afternoon – Sales Call Role-play

##### Day 5

Strategic Sales Plan and Review Process

##### Days 6 and 7

No Classroom Sessions. Private Instructor Coaching Session with each Student

#### Week 2

##### Day 8

Strategic Sales Plan Presentations

##### Day 9

Bidding Theory, Models, Process, and Tools

##### Day 10

Negotiations Theory, Models, Process, and Tools

##### Day 11

Morning: Dealing with Competitive Negotiators

Afternoon: Negotiation Role Play

##### Day 12

Morning: Pipeline Management

Afternoon: Account and Territory Management

Late Afternoon: Feedback and Graduation. Certificate Presentation by Sponsor

### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- Certificate of completion at the end of the seminar



### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day

Coffee breaks and lunch will be provided as part of the seminar registration fee

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their handphones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate two hours after each training day for review and completing evening assignments.

### What graduates of the B2B Professional Sales School have to say:

*"What a great format for sales training. Week 1 was a fast and furious and then it all came together in week 2 when we started to apply the concepts and tools to our sales opportunities." Roger, Dallas*

*"A built for purpose school. Anyone in sales needs to attend this training. I learned so much over the two weeks, and now I'm motivated to return to my location and sell, sell sell :>)" Karim, Riyadh*

*"It is amazing. I'm a university graduate with a business degree, and I thought this was going to be a holiday. Was I big time wrong. The school was challenging and rewarding. Thank you, Mr. Amlin, for your dedication for giving us the best training ever." Phillip, Manila*

*"Not only the best training that I have ever attended but it leaves me rejuvenated, and I can't wait to go and see my customers. I'm sure they are going to benefit from this training as much as I am. How is that for a statement regarding sales training." Yuke, Beijing*



## BUSINESS-TO-BUSINESS (B2B) PROFESSIONAL SALES

### SALES UNIVERSITY



This is an intense four week program covering all 15 critical B2B professional sales skills at the basic and advanced levels. The target audience for this training is frontline salespeople who are engaged with customers and need a comprehensive and accelerated sales training for their role. Class size is limited to 9 students.

**An added advantage of the sales university is during the weekend between weeks two and three and between weeks three and four students receive one-on-one coaching from the instructor.**

#### Sales University Content

##### Week 1

Presentation Skills  
Marketing  
Prospecting  
Relationship Management

##### Week 2

Opportunities Management  
Sales Communication Skills  
Sales Call Skills  
Handling Customer Objections  
Feedback Weeks 1 and 2

**Weekend: One-on-one coaching from Instructor**

##### Week 3

Selling Business Value  
Strategic Sales Planning  
Bidding  
Review Presentations

**Weekend: One-on-one coaching from Instructor**

##### Week 4

Negotiations  
Pipeline Management  
Account Management  
Account and Territory Plans  
Feedback Weeks 3 and 4

**Graduation Dinner**

#### Seminar Materials

In addition to the B2B textbook, each student will receive the following:

- Hardcopy of all materials presented and used in the seminar
- Digital format of all materials presented and used in the seminar
- **Powerful Proposals** written by David G. Pugh and Terry R. Bacon.
- **The Trusted Advisor** written by David Maister, Charles Green and Robert Galford.
- **Conversations That Win the Complex Sale** written by Erik Peterson and Tim Riesterer.
- Certificate of completion at the end of the seminar



#### Event logistics

The seminar will start at 8:30 am and finish at 5:30 pm each day including the last day.

Coffee breaks and lunch will be provided as part of the seminar registration fee.

A separate area in the training room will be provided for participants to set up their computers. Internet access will be provided during the seminar. **Students need their computers to complete several exercises.**

Participants are required to turn off their handphones during the seminar. There will be regular breaks and one hour for lunch allowing students to check emails and messages.

Students should plan to allocate two hours after each training day for review and completing evening assignments.

#### What Graduates of the B2B Professional Sales University have to say.

*"Amazing, amazing, amazing! Everyday was something new, relevant and I must say exciting. This seminar is great value and having all the critical sales skills in one two-week training is brilliant. At the end of week one I was back in learning mode and really enjoyed and benefitted even more in weeks 2, 3 and 4." Augustina, Paris*

*"Every frontline salesperson should attend this university. It is like going to the best of the best. But one word of caution—be prepared to work. This is not a picnic." Dewi, Jakarta*

*"The right tool for the right job. I'm ready bring it on! The competition does not stand a chance" Amit, Mumbai*



Well Intervention Sales University No 2  
Dubai, UAE ♦ January 18th - February 12, 2015

# B2B PROFESSIONAL SALES

## TRAINING DELIVERY: MODE EFFICIENCY & EFFECTIVENESS

The B2B Professional Sales curriculum is designed to be highly flexible, ensuring that organizations can deploy training in the manner that best fits their operational requirements, schedules, and budgets. The delivery mode does not change *what* is learned—the core skills, processes, and tools remain identical—but it changes *how* efficiently and flexibly the training can be completed.

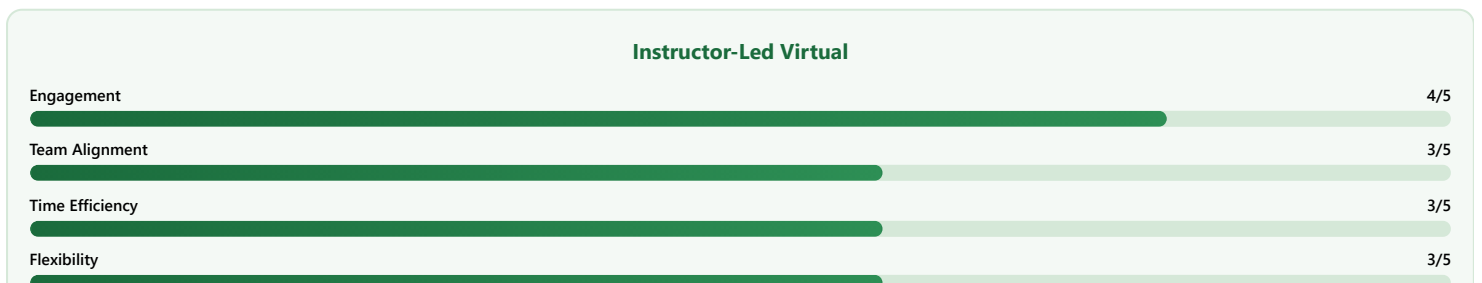
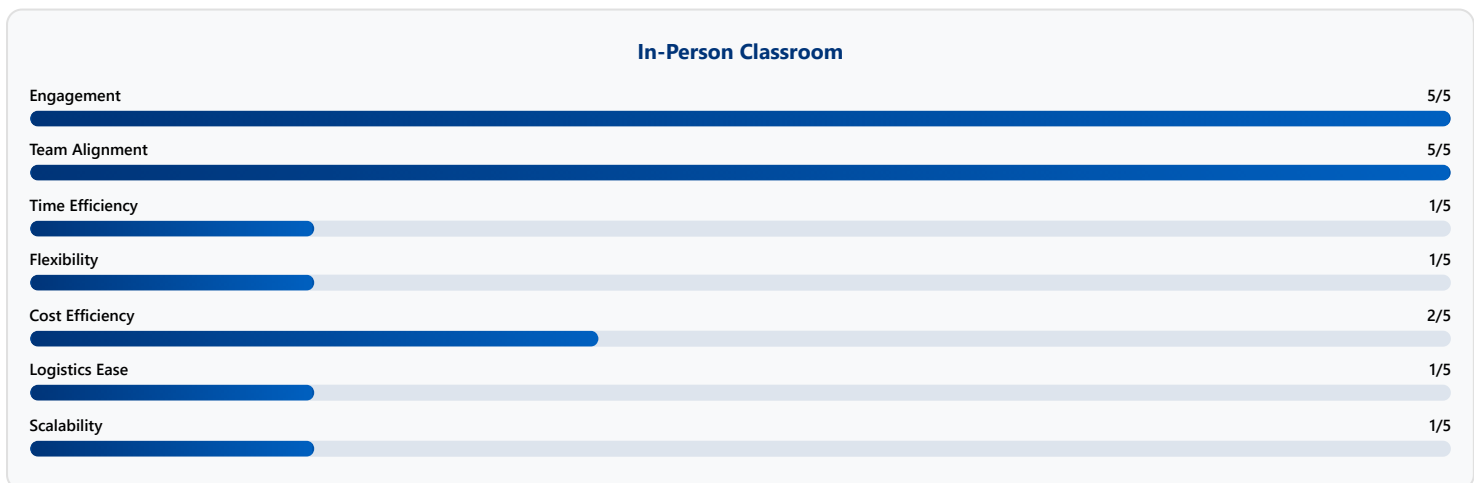
MODE 1  
**In-Person Classroom**  
**40 hrs**  
**1x Efficiency Factor**  
5-day intensive classroom workshop. Full team immersion, direct face-to-face coaching, and real-time team competitions.

MODE 2  
**Instructor-Led Virtual**  
**20 hrs**  
**2x Efficiency Factor**  
10 focused 2-hour virtual sessions. Eliminates travel time and costs while maintaining live interaction, coaching, and feedback.

MODE 3  
**On-Demand Self-Paced**  
**10 hrs**  
**4x Efficiency Factor**  
14 self-paced interactive modules. Maximum flexibility for individuals to learn at their own pace, anywhere, anytime.

### Strategic Delivery Mode Comparison

While in-person training offers the highest level of team engagement and alignment, virtual and on-demand options provide significant time and cost efficiencies. For example, 10 hours of focused on-demand self-paced instruction is equivalent in core conceptual coverage to approximately 40 hours of traditional classroom learning, representing a 4x efficiency multiplier. This efficiency is achieved by eliminating administrative overhead, travel, and pacing delays inherent in group sessions.



# B2B Professional Sales

[www.b2bprofessionalsales.com](http://www.b2bprofessionalsales.com)

## About the Trainer and Author



- About the Trainer and Author
- JP is a Senior Sales Consultant and Executive Business Coach with extensive experience in the technology field working with clients who sell to large corporate clients. A few of JP's past and current customers include BGP CNPC, Cummins, Task Fronterra Geoscience, Archer, OILSERV, GE, Schlumberger, HSBC, LaSalle Management, Baker Hughes, Weatherford, and Nucleus Software.
- Before becoming a consultant, JP was Manager of a Worldwide Sales Training for a Fortune 500 company for 13 years. In this role, he developed the content of the sales training program, consisting of 15 different programs covering basic and advanced training in selling skills, presentation skills, strategic sales plan development and execution, bidding, negotiations, demand generation, account management, and sales management. JP was a past Director for the Sales Management Association and a lifetime member.

JP has a Bachelor of Science degree from the Royal Military College in Kingston, Ontario, Canada; Master in Business Administration from the University of Alaska, Anchorage; and Master in Sales Management from the University Alliance–University of San Francisco, California (online program).

JP brings a wealth of real-world sales and executive management experience to every seminar. Over the last 36 years, JP has held positions in operations, sales, marketing, and executive management. Some of the positions JP has held are listed below:

- President of the Indonesian division for the largest multinational oilfield services company
- Vice President of Information Technology in Asia and the Middle East
- Marketing and Sales Manager for Indonesia, Malaysia, Thailand, and Vietnam
- Sales Director for large B2B sales forces in Canada and the United States

## Sales Training Highlights

- Personally delivered 521 sales training seminars across 26 countries for 7,281 students
- Conducted 233 individual sales coaching sessions with sales personnel on live sales calls
- Conducted 13 country-level sales audits covering all aspects of sales management and execution effectiveness
- Developed 2 enterprise-level sales competency matrixes defining required behaviors, training, and deliverables
- Master-level certification for three presentation skills methodologies
- Best presentation awards at two professional societies
- Authored 3 sales textbooks, the latest in 2015 B2B Professional Sales (670 pages), available on Amazon hardcover, softcover, and Kindle

