

Masters Of Sales Strategy - The Sun Tzu's Way

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

Sun Tzu's Art of War is one subject that has never ceased to arouse interest among people, nations and also the sales professionals. It is best remembered for what perhaps the world's earliest secrets of success on the battlefield, and it is as relevant to both military and sales and marketing strategists today. This training workshop expounds a compact set of principles essential for victory in business battles by adopting the Sun Tzu's Way. It covers a wide range of topics, including establishing marketing & sales strategy, managing team's discipline plus sustaining team's morale, adopting diplomacy during times of conflict and embracing change towards effective sales team and sales management

BENEFITS

Upon completion of this program, participants will be able to:

- Establish business strategy, managing team's discipline
- Sustaining team's morale, adopting diplomacy during times of conflict
- Embracing change towards effective sales team and sales management

TARGET AUDIENCE

All sales Support Staff, Sales Executives, Sales Managers and Marketing Directors
Level for Support Staff and above

METHODOLOGY

This program will be conducted through interactive lectures, PowerPoint presentation, video presentation, role-play, and group discussions

KEY CONTENT**Module 1 - Laying Plans To Wage A 'Battle'**

- The Fundamental Factors Towards 'Winning Estimation'
 - Moral Influence
 - Current Situation
 - Current Pathway

- Team Leadership
- Team Discipline
- The Essential Calculation Towards 'Winning Estimation'
- The Guidelines To Wage A 'Battle'
 - Aware On The Value Of Time
 - Avoid Long Battle
 - Fight To Win Fast
 - Use Opponent's Resources
 - Employ Good Talents

Module 2 - Striving Through Strategic Positioning

- The Competencies Of A Strategic Thinking Officer
 - Plan And Measure Success
 - Estimate Cost
 - Analyze Strengths And Weaknesses
- The Best Battle Strategy - Knowing Self And Knowing Opponent
- The Best Battle Plan – Adopt Diplomacy, Avoid Damage

Module 3 - Manipulating Strengths And Weaknesses To Maneuver Team's Energy

- The Three Golden Edges – Momentum, Timing And Victory
- The Controlling Factors In Maneuvering Team
 - Moral Factor
 - Mental Factor
 - Physical Factor
 - Change Factor
 - Intellectual Factor

Module 4 - Embracing And Managing Change

- Identifying The Nine Variations In Battle
- Overcoming The Five Dangerous Traits In Battle
- Applying Strategic Intelligence To Win A Battle