

Strategic Sales Planning & Prospecting

Course Objective

- Evaluate the gaps in your current sales strategy
- Understand the strategic sales planning and prospecting process
- Develop practical approach to more effective prospecting
- Generate more sales leads
- Initiate interesting conversation with your prospect and let them remember you.

Target Audience

Sales professionals/managers who want to improve their sales through effective sales planning and prospecting.

Course Outline

➤ Winning Sales Mindset

- Do you have an empowering or limiting sales mindset?
- Modeling the traits of winning sales professionals

➤ Strategic Sales Planning

- Analyzing the 7 key areas of your current sales strategy
- Increase your sales through the P.E.R.F.E.C.T. sales methodology

➤ Networking For Success

- How to make people remember you?
- Techniques to initiate interesting conversation with your prospects

➤ Competitive Analysis

- Applying template for competitive analysis of your market segment
- Differentiating your company with your USP (Unique Selling Propositions)

➤ Increase your Sales Outreach

- Expanding your sales outreach channels and programs
- Building up a healthy sales pipeline

➤ Prospecting Made Easy

- Crafting attractive prospecting messages
- Tips for increasing success in prospecting

➤ Understand Buyer's Psychology

- Understanding buyer's motivations
- Increasing the attractiveness of your products & services

Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$374.50
Non-member	\$481.50

Companies will be invoiced the full course fee. To enjoy the training grant of \$28 per participant, companies are to submit training grant application and claim via www.skillsconnect.gov.sg The training grant will be reimbursed to companies by SSG.

Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Training is fully sponsored by companies, which are registered or incorporated in Singapore
2. Singapore Citizens or Permanent Residents (PR) of Singapore
3. Attain at least 75% course attendance
4. Has not enjoyed funding for the same course before

IRAS:

Companies can claim 400% tax deductions or 40% cash payout of total training expenditure under the Productivity and Innovation Credit Scheme. Please Visit <http://iras.gov.sg/irashome/Plcredit.aspx> for more information.

Trainer

Koh Thong Joo is a business practitioner with more than 20 years of industry experience working in MNC; Statutory Board; SME; Public Listed Company and Corporate Training. During his career, he has spearheaded various portfolios including sales & marketing; business development; strategic planning and corporate training. Thong Joo holds certification in Master of Science (Industrial/Organizational Psychology & HR Management) by City University of New York; Advanced Certificate in Training and Assessment (ACTA); Certificate of Business Chinese; Certified Practitioner Of Neuro-Linguistic Programming® (NLP); Certification as a Human Behavior Analyst (DISC Profiling); Silva Method; and Business Coaching. He specializes in providing training in the area of sales; managerial and leadership skills; applied psychology; presentation skills; creative problem solving and service excellence. He has conducted numerous training in Singapore, Malaysia, Brunei and China.

Please refer to SNEF website for available dates

Duration : 2 days, 9am to 5pm (14 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

Register online at SNEF website www.snef.org.sg

Click on 'Training' and Course Category 'Marketing & Sales'

Enquiries:

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