

DEALER SALES MANAGEMENT

- *Managing For Results In A New Era* -

4 - 5 July, 2005 * Holiday Villa Subang Jaya



Led by

JAMES LOOK

BSc (Hons), MBA, Specialist Sales Trainer, with over 35 years experience in training, consulting, service, sales, marketing and general management in many industries

FOR WHOM

Managers, Executives, Supervisors, Representatives in the sales, marketing or service functions.

RATIONALE

The key determinant of a company's growth is its capability to bring in the desired revenue and profitability. This has a direct relation to the competence of its sales force. The real "CRUNCH" of success or failure comes when the sales force implements the sales plan – to the new-age dealers. What are new-age dealers, and how different are they from the old?

To ensure success, the sales force must be equipped with appropriate and updated knowledge and critical skills to effectively manage their dealers, customers and themselves. Such dealers and customers are of the new-age. A new set of skills is thus required of company personnel if they want to get sales results in today's competitive environment.

This seminar aims to enhance the company's competitive edge through a well-trained sales, marketing or service personnel by having them **focus on getting results** and updating and developing the key skills needed in effective new-age dealer management .

OBJECTIVES AND BENEFITS

- **Update** of latest market changes and their impact on dealer management
- Develop a **wider range** of selling/sales management **skills** to obtain better sales results
- Use the right parameters to **calculate** and **track sales performance**
- Learn how to **focus** on getting **sales results** in an ever-changing environment
- Use appropriate **tools** for developing **strategies** to exploit **opportunities** in the field
- Gain broader perspectives, be **motivated** and have better **confidence**
- Increase **effectiveness** when managing new-age dealers

METHODOLOGY

An exciting blend of **hands-on** cases, role plays, exercises and selling games to focus on the core of selling, that is, getting results

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PROGRAM OUTLINE

LATEST TRENDS AND ISSUES IN NEW-AGE DEALER ENVIRONMENT

- How to exploit the ever-changing dealer environment
- What are new-age dealers and how to profile them
- Dealer behavioural analysis and buying process
- **Exercise** : How to focus on getting results – Aligning sales goals

PERSONAL KEY SUCCESS FACTORS

- Attitude, enthusiasm and building superior trade relations
- Self management, teamwork and dealer partnering
- How to enhance relationships with dealers
- How to develop and maintain competitive selling spirit
- **Exercise** : How to focus on getting results – Developing value-added attributes

TOOLS AND STRATEGIES TO INCREASE SALES

- What is the new skills-set for new-age selling?
- Territorial And Account Management – How to focus on getting effective results
- How to develop sales strategies to exploit the dealer channel
- How to set challenging-but-achievable sales targets for yourself
- How to handle dealer channel conflicts and be an effective intermediary
- Collection strategies and debt management
- How to calculate, track and TAKE ACTION on your overall selling results
- How to transform a normal dealer account into a key account
- **Exercise** : How to focus on getting results – Managing key performance indicators

DEVELOPING EFFECTIVE SELLING STRATEGIES TO GAIN ADVANTAGE

- How to gain advantage by understanding dealer objectives and strategies
- Use of situational-selling styles: How to allocate resources
- How to develop negotiation power
- Telecommunication: How to use this powerful selling weapon
- **Exercise** : How to focus on getting results – Modernising your selling approaches

USING CUSTOMER SERVICE STRATEGIES TO GAIN EXTRA ADVANTAGE

- Managing the service differentiation and quality of service
- What are pre and post-sale activities and service
- Dealer training: Competitive Analysis and strategy for improving value
- **Exercise** : How to focus on getting results – Developing competitive advantage

IMPLEMENTING DEALER/CONSUMER PROMOTIONAL PROGRAMMES

- Understanding promotional objectives and strategies
- How to arrange for different types of promotions with dealers
- How to implement trade and consumer promotions

HANDLING NEW PRODUCT LAUNCHES AT DEALER LEVEL

- Understanding objective/s and implementation mechanism of new product launch
- Launch control and feedback mechanism at dealer level
- **Exercise** : How to focus on getting results – Dealer penetration

KEY FACTORS FOR FUTURE SUCCESS

- What are the new skill-sets for the future
- Customer Value Management (CVM) and business development
- How to be a NEW-AGE SALES WARRIOR

THE TRAINER - JAMES LOOK



THE TRAINER – JAMES LOOK, multi-talented Lead Consultant/Master Trainer in Sales, Marketing, Sales, Customer Service, Business Management, Motivation and Peak/Team Performance - has a total of more than 35 years experience in business, consulting, training, sales, marketing and general management in numerous industries, both locally and internationally. He has worked for top-class companies such as Procter & Gamble and the Toray Group.

Through the years he has trained and developed many people to become successful senior managers and business owners today. James focuses on advancing and enhancing business results and management performance. Among his long list of past and present clients are Celcom, Telekom, Uda Holdings, Selangor State, Bank Pembangunan, Alliance Bank, Scott Paper, Warner Lambert, SK Brothers, Mutiara Goodyear, MIM, SAP Group, Guthrie, Sg Way Group, Philips, Arab-Malaysian Group, BBMB, Hong Leong, National Panasonic, Berjaya Group, Lion Group, Kumpulan Perangsang, Ipmda, Tele Dynamics, Multi-Purpose Group, Bata, Sapura Holdings, Eau Claire, Blue Circle Group, Road Builder Group, Allied Domecq, Dewan Bandaraya Kuching, PATI, Philip Wain, Bank Islam, Ajinomoto and many others in the consumer, industrial, ICT, hotel, banking, trading, MLM and property sectors.

Many participants have given him “excellent, very interesting and of high value” ratings in their evaluation of his training, and commended him on his real-world hands-on approaches. James willingly shares the many secrets of success in his training. His techniques, widely and successfully used by those who have been trained by him, are refined from years of work and hands-on business experiences.

James did his first business as a wholesaler at the age of 19, and has been in the dealer environment till today. He has personally sold industrial goods, fast-moving consumer goods, food, stationery, gifts and premiums, a wide-range of personal-care, health-care and beauty products for ladies and men, consumer electronics and household appliances, educational products and services, and professional consulting and training services. James will soon be in the book trade as he has authored/co-edited 4 books on achievement and self-motivation, and will be writing much more in the near future. He is familiar with both traditional and modern sales channels.

Apart from being a trainer, James is also a practicing business and sales consultant. He advises his clients on, among others, how to strengthen marketing and sales channels, training the sales force and restructuring their business. James has also written a standard-operating procedure (S.O.P) manual for a bank as part of their Customer Relationship Management strategy.

Some feedback (actual extracts from evaluation forms) from participants about James:

“James’ seminar ... the best I ever attended since 1990 ... James gives me a roadway to follow, supply the knowhow and most importantly the tools to tap my potentials that lie dormant ... stimulates my enthusiasm that will power up my self confidence to become a winner” “...you have practised what you preached ...your words hit me with great impact ... that is what causes the message to go down deep ...” “...helpful, responsive and knowledgeable ...” “...down to earth and touches on the real world...” “...best course leader and performer I have ever attended...”

REGISTRATION FORM

YES! Please register the following :

Name 1: _____

Position: _____

E-mail: _____

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Position: _____

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PAYMENT METHOD

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Email: seminars@rayma.com.my

Program Details

DEALER SALES MANAGEMENT

Managing For Results In A New Era

- 4 – 5 July 2005
- 9.00am – 5.00pm daily
- Holiday Villa Subang Jaya

Your Investment

RM990 per person inclusive of comprehensive program manual, lunch & refreshments.

Certificate of Attendance

Personally signed by James Look
will be awarded at the completion
of the program.

Early bird incentive

Take 10% OFF the total fee payable
If you register and pay before 20 May 2005.

Group Incentive

Team attendance highly recommended!
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writing.

Cancellation Policy

Full refund for written notice received 2
weeks before program. A 25% cancellation
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No refunds after 1 July 2005.

Substitutions are allowed.

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