



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

Business-to-Business (B2B) Professional Sales

Seminar Catalog

Welcome to the B2B Professional Sales Seminar Catalog. Select a program below to view the detailed agenda:

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Version 2.7.8

The 15 Critical B2B Sales Skills

1. Relationship Management
2. Prospecting
3. Opportunity Identification
4. Sales Strategy
5. Sales Presentation
6. Sales Communication
7. Sales Call Skills
8. Handling Objections
9. Selling Business Value
10. Strategic Sales Planning
11. Bidding
12. Negotiation
13. Pipeline Management
14. Account Management
15. Territory Planning

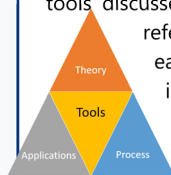
B2B Professional Sales teaches salespeople the **15 skills they need to have** to be successful in today's competitive B2B sales environment. The B2B Professional Sales training methodology follows the widely accepted **70:20:10 Model for Learning and Development**. The model states individuals obtain 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.

"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 www.b2bprofessionalsales.com/#sales-training.

Learning Activities

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
Online seminar feedback (copy provided to all students after completion)					

The instructor is also available for individual coaching and discussions after the seminar each day and via e-mail after the seminar.

Training	Target Audience	Sales Skills Targeted	Level of Competency	Duration Days	Maximum # of Students
Winning 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
Sales Academies	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

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**



SALES PRESENTATION 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 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**



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
- 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**



ADVANCED PRESENTATION 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 Your 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

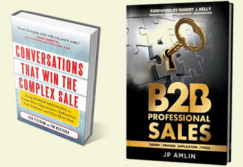
Day 4

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

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 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 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



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 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 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**



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

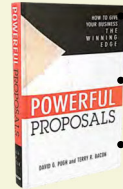
- Presentation of Bid Strategy
- Creating a Customer Bid Presentation

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 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 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



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
- 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 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."

— Sayed, Tashkent



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 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 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



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

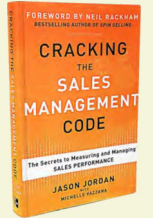
- Team Building
- Seminar Feedback
- Graduation



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 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 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**



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 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 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



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 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 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**



B2B PROFESSIONAL SALES PROGRAM COMPARISON

Compare all available training programs at a glance to find the right fit for your team

Program	Duration	Target Audience	Key Focus Areas
 Foundational Sales Skills			
Winning B2B Sales: Critical B2B Sales Activities	5 Days	All customer facing staff (management, support, sales, operations)	<ul style="list-style-type: none"> Marketing and communication fundamentals Relationship management and building trust Prospecting and customer profiling Sales call skills and handling objections
Sales Presentation Skills Seminar	4 Days	New to mid-level B2B salespeople and teams	<ul style="list-style-type: none"> Delivering with confidence and connecting with audiences Body language, voice, and word choice mastery Handling customer questions and objections Video-recorded practice with personalized coaching
Advanced Presentation Skills	5 Days	Experienced salespeople who completed foundational training	<ul style="list-style-type: none"> Complex selling scenarios and multi-stakeholder presentations Advanced messaging and storytelling techniques Executive-level presentation strategies Advanced objection handling
 Opportunity & Deal Management			
Managing B2B Opportunities	5 Days	Sales professionals managing complex B2B sales cycles	<ul style="list-style-type: none"> Opportunity qualification and prioritization Sales pipeline management techniques Stakeholder mapping and influence strategies Deal progression and closing techniques
Securing Strategic Must Win Sales Opportunities	5 Days	Senior salespeople and account executives	<ul style="list-style-type: none"> Strategic opportunity assessment frameworks Competitive positioning and differentiation Executive engagement strategies Win strategy development
Advanced Bidding Seminar	5 Days	Sales teams involved in formal bidding and RFP responses	<ul style="list-style-type: none"> Bid/no-bid decision frameworks Proposal development and win themes Pricing strategies and value articulation Bid presentation and defense techniques
Advanced Sales Negotiations Seminar	5 Days	Experienced sales professionals closing high-value deals	<ul style="list-style-type: none"> Negotiation psychology and tactics Value-based negotiation strategies Dealing with procurement and tough negotiators Protecting margins while closing deals
 Account & Sales Management			
Account Management Seminar	5 Days	Account managers and key account executives	<ul style="list-style-type: none"> Strategic account planning methodologies Relationship building and stakeholder management Account growth and expansion strategies Customer retention and loyalty building
Sales Management Seminar	5 Days	Sales managers and sales leadership	<ul style="list-style-type: none"> Sales team coaching and development Performance management and metrics Pipeline and forecast management Building high-performance sales cultures
 Comprehensive Development Programs			
Sales School	2 Weeks	Sales teams seeking comprehensive skill development	<ul style="list-style-type: none"> Integrated curriculum covering multiple sales disciplines Progressive skill building with practical application Cohort-based learning with peer collaboration Ongoing coaching and reinforcement
Sales University	4 Weeks	Organizations seeking comprehensive sales transformation	<ul style="list-style-type: none"> Complete B2B sales curriculum and certification Customized learning paths by role and experience Leadership development track included Organizational capability building

B2B PROFESSIONAL SALES

www.b2bprofessionalsales.com



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 45 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

