

Sales & Marketing Training Portfolio

Real-life practical training programs covering Sales, Key Account Management and Negotiation best-practices



OUR TRAINING WORKSHOPS: The Professional Training Experience

Our training courses are all about interaction and involvement – you will learn by doing, rather than just simply listening. We deliver a balance of theoretical concepts enhanced with proven global & local best practices.

IT'S NOT JUST WHAT YOU LEARN – IT'S HOW YOU LEARN IT

The benefits of KTC training method:

- The best international instructors with technical and practical knowledge to satisfy even the most demanding attendee
- Up-to-date, real-life case studies, highly interactive discussions, simulations and practical team exercises
- Action Learning approach to encourage participants to draw upon each other's expertise, knowledge and experience
- Pre and post course questionnaires to identify expectations and determine their level of knowledge attained
- An integrated curriculum to develop your competencies

Key Account Management

A complete Action Kit of tools and techniques for achieving profitable key supplier status

- Understand the purpose, benefits, requirements and implications of KAM
- Establish clear objectives and plans for your own key accounts
- Be able to manage the customer relationship towards planned goals
- Develop responses and plans designed to achieve Key Supplier Status
- Assess the impact of the purchasing revolution, and the necessary responses
- Use tools to assess the customer's business strategy and lead drivers, and develop solutions that make a positive impact
- Identify the customer's decision making process
- Develop entry strategies and contact plans
- Develop Added Value Solutions
- Examine the obstacles to KAM and determine the responses required

Indirect Selling Skills

Managing Sales thru Partners & distribution Channels

- Understand the three key aspects of Channel Management: Marketing, Motivation & Sales
- Recognize the key elements of the distributors' mindset
- Apply marketing principles to create a powerful business proposition
- Motivate distributors through management of main business drivers
- Formulate an account plan specific to the distributorship and business circumstances
- Define and use elements of a contract based 'Development Matrix'
- Empathize more with the distributors both from the point of view of the Distributor Principals and their sales team

Sales Mastery

The Fine Art of Consultative Selling

- Understand the principles of Consultative Selling
- Establish Rapport easily and quickly both in and out of the office
- Develop effective persuading and influencing skills
- Profiling: Recognize personality types and types of customers
- Selling: Numbers' Game versus Closing Ratio
- Create long term relationships based on customer satisfaction
- Improve your sales ability by understanding the role of psychology in selling
- Familiarize with the powerful Strength Deployment Inventory toolkit
- Understand yourself FIRST, then your customers
- Learn how to Build and Manage High Performance Sales Team
- Boost Moral and Work Satisfaction
- High Performance Communication: Create reaction and look at the process

Marketing Genius Masterclass

Driving profit and growth through marketing innovation

- Understand the new marketing thinking required in fast changing markets
- Learn how and where to focus your marketing efforts
- Develop a strategy that differentiates you from your competitors
- Use tools to assess where innovation is needed
- Establish which customers to attract and retain
- Be able to maximize short and long-term performance
- Develop a more intelligent and imaginative approach to markets
- Deliver extraordinary results for customers and business

Consultative & Solution Selling

Moving beyond the traditional approach of selling products and features towards becoming a true advisor and partner in the eye of the customer

- Map out the consultative and solution selling process
- Develop their 1:1 persuasion skills
- Matching personal styles
- Gaining critical information
- Understand the requirements for managing positive customer change
- Be able to develop and make value propositions
- Using *activity cycle analysis*
- Using the CICS questioning strategy

Financial Essentials for Commercial Managers

Designed to develop confidence and understanding of financial skills, demystifying the role of finance in contracts by covering some of the key issues, concepts and jargon used by accountants and contractors

- Discuss a project's costs in language accountants respect
- Understand what drives costs up and down
- Use a simple, structured approach to interpreting numbers
- Confidently challenge contractors claims and quotes
- Feel more confident in asking the right questions rather than expecting answers from the numbers

Project Management Essentials for Commercial Managers

Designed to develop confidence and understanding of fundamental Project Management concepts, providing the Sales Managers with understanding of key issues, essential skills and principles of modern Project Management

- Find out how to use the effective planning, executing, controlling and closing processes
- Understand international best practices and the relevance to your business projects
- Determine how to gain support for projects each step of the way
- Develop strong plans that consider risk and resource constraints
- Learn how to successfully cope with projects irrespective of size and complexity
- Develop a personal action plan to apply your learning back at work

Effective Trade Marketing

Build a "point in difference" in how you present your products and services to this dynamic and challenging marketplace and gain valuable insights into processes that will keep you one step ahead of your competitors

- Have a greater appreciation and understanding of how you can more effectively market your products and services within various trade channels
- Better execute sales/marketing activities to maximize returns on investment
- Clearly define the difference between consumer needs and customer needs to heighten purchase decisions
- Develop powerful communication tools to support trade initiatives
- Achieve higher levels of customer commitment for your sales/marketing initiatives
- Follow a simple yet effective process to align your strategies to those of your target customers

Negotiation Skills Portfolio

Negotiations don't just happen and contracts don't just appear – they are organized and driven by one or more interested parties. Research shows that the party who controls and drives the negotiation achieves a better result than a simple analysis of their position would suggest.

We offer a range of approaches to developing negotiation skills and behaviors targeted at those with different levels of experience. We offer a range of formats including a two day skills development program; a workshop to support a specific negotiation team or negotiation; and a master class for highly experienced negotiators looking for feedback and ways to further improve their performance.

If you are looking for support for real negotiations rather than generic development, you may find Resolutions, our workshops designed to support negotiation teams with actual negotiations that are due to commence, or have started and run into difficulties, more relevant. Please call, we are happy to discuss the various options with you.

Introduction to Negotiation

This course is designed for those who are new to negotiation. It will focus on the structure and the elements of a negotiation, review the main persuasion levers, identify the main control skills and highlight common negotiation tips and traps. The objective is to help attendees develop confidence in their ability to negotiate by ensuring they have a clear understanding of what happens in a negotiation and how they can control their response.

Who should attend?

- Those who are new to negotiation
- Those with little or no formal training in negotiation
- Individuals with some experience who feel they would benefit from a structured approach to negotiation
- Individuals who need to persuade others
- Individuals looking to boost their confidence in their ability to negotiate
- Those who have been promoted to a role where persuasion skills are required

Benefits of attending

- Understand the structure and process of negotiation
- Feel more confident in negotiations
- Identify and use the power of a negotiated impasse
- Use the full range of persuasion techniques to achieve their negotiating aims
- Recognize the strengths and weaknesses of their own and the other parties' position
- Differentiate between objectives and positions

Advanced Negotiation

This program is designed for experienced negotiators. It gives experienced negotiators opportunities to role-play a competitive negotiation in teams and then critically assess their performance against the key indicators of negative and positive performance identified in early sessions. Using a combination of tutor input, psychometric profiling of problem solving style, role-play, peer group review and video feedback, participants will review their negotiating strengths and weaknesses and develop an action plan to improve their negotiated agreements.

Who should attend?

Those with experience of negotiation looking to

- Improve their skills
- Explore different approaches in a safe environment
- Get feedback on their approach and style
- Address aspects of their negotiation performance they are not happy with
- Get feedback from other experienced negotiators
- Reflect on their experience
- Add new approaches and techniques

Benefits of attending

- Analyze and control complex negotiations
- Manage their body language
- Control the negotiation process – even when dealing with difficult people
- Recognize the strengths and weaknesses of their preferred style
- Develop an action plan for improving their personal styles
- Achieve a step change in their negotiation through improved planning

Negotiation Workshop

This workshop uses participants' real life case studies and works with them to develop strategies and methods to address the real issues in their business and provide an action plan to improve their negotiation performance. Frequently this is the preferred choice of organizations and teams who are about to embark on business critical negotiations or are currently in the middle of complex negotiations. It provides an excellent opportunity to rehearse difficult or complex negotiations.

Who should attend?

- Members of teams about to enter a negotiation
- Individuals who have not negotiated together before – and who would benefit from doing so in a safe environment
- Those looking to rehearse a negotiation
- Negotiation teams which are experiencing intra team friction or difficulties
- Team that would benefit from a structured planning session to a real problem
- Teams which have hit a stalemate in negotiations and are looking for alternative approaches

Benefits of attending

- Make progress by working on specific work related issues
- Enter a negotiation with greater confidence
- Identify and prioritize the range of options available to them
- Significantly increase the chance of success
- Reduce negotiation team stress and fatigue
- Redefine existing problems
- Evaluate their negotiation performance and identify strengths & weaknesses

Negotiation Master-class

The master class concept uses the knowledge and expertise of a seasoned group of practitioners to support each other through the learning and development process. Using real examples from the work environment, the participants are supported by coaches to develop a variety of approaches to the problem and to review and critique the performance they and their fellow participants achieve.

This is the preferred choice for senior and highly experienced negotiators as it focuses on the individual's issues performance and provides detailed feedback.

It requires a level of expertise and openness that makes it a different experience from a conventional training program:

- The process of feedback and review can be much more uncomfortable for people than a training program
- Performing under observation at a detailed level can be personal and very stressful for some people

Master class events achieve most when:

- Each participant brings an assessment of themselves and a development goal for the session
- This development goal is shared with the other participants as the core target of the feedback and critique
- Participants are streamed to create peer groups that have a shared platform of skills and abilities
- Groups are small (say 4 to 6 people) to focus on practice and feedback
- Case study material is provided in advance of the program to allow participants to prepare fully before the event.
- The venue is carefully chosen to create a managed environment free from the distractions and baggage of the participants' normal day-to-day job
- The organization is made aware that the participant will be unavailable for the duration of the master class and appropriate steps are taken to avoid interruption and/or disruption of the event
- Follow-up support is available via clinics, telephone or coaching to support the implementation of any behavior changes and overcome any obstacles encountered.

KTC International 2013 Training Portfolio



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