



Training Seminars & Conferences
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An Intensive 5-Day Online Training Course

Global Excellence for Sales Professionals

Understanding Structured Process & Framework to Lead Sales Teams



PROGRAMME SUMMARY

EuroMaTech's Global Excellence for Sales Professionals online training course has been designed to cover an array of international business topics whilst focusing on those most critical to reach sales success on a global scale. The emphasis of the training will be on powerful methods and proven techniques, for improving personal management effectiveness and understanding all possible blind spots of global selling including cross-cultural communication and new demands of global selling.

Date	Venue	Fee(\$)
12 - 16 Sep 2021	Live / Online	US\$ 2,400
05 - 09 Dec 2021	Live / Online	US\$ 2,400

INTRODUCTION

With the growth of international business, there naturally follows a big demand for new sales professional who can withstand the challenges of selling globally whilst running international teams. The role of the sales team, which is regularly the most externally focused part of a company, has a huge impact on that international presence so getting this right in different countries is critical.

EuroMaTech's Global Excellence for Sales Professionals online training course has been designed for sales professionals who want to explore the latest trends in global sales, develop consultative sales skills, improve cross-cultural communications, perfect leadership skills required for leading international team and gain a comprehensive range of very practical and highly effective leadership tools to increase their efficiency. Participants will walk away from this 5-day online training course with a specific action plan and the tools they need to lead a world-class sales team.

Participants attending EuroMaTech's Global Excellence for Sales Professionals online training course will develop the following competencies:

- Develop awareness of current trends in global sales to stay competitive
- Understand new roles of sales professionals
- Build the knowledge of partnership sales skills
- Effectively utilize distinctive features of cross-cultural communication & negotiations
- Manage and motivate international teams more effectively
- Support their organisation by becoming highly effective leader

Classroom learning service available



TRAINING METHODOLOGY

EuroMaTech's Global Excellence for Sales Professionals online training course combines presentations that share both theory and industry best practices with practical sessions. Each module includes practical exercises to try out the new knowledge and skills they learn. We use small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays and discussions. Participants will be able to capitalize on their existing experience and expertise and encouraged to apply new skills to their individual workplace.

In-house Training

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.



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Website:
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WHO SHOULD ATTEND

EuroMaTech's Global Excellence for Sales Professionals online training course is targeted at:

- Sales Professionals
- Business Development Team Member
- Key Account Managers
- Team Leaders and Sales Executives
- Anyone involved in global sales or looking into enhancing their sales skills

PROGRAMME OBJECTIVES

Participants on EuroMaTech's Global Excellence for Sales Professionals online training course will:

- Gain insight into global demands and changes in sales world
- Realize the importance of social selling and developing business acumen in the global contest
- Learn strategies of consultative selling in modern world
- Perfect their questioning and listening techniques
- Define the importance of positive attitude for building relationships
- Improve their cross-cultural competencies
- Study the techniques of negotiating globally
- Learn the main principles of leading, developing and motivating international teams
- Examine cultural impact on selecting process
- Improve their managerial and organizational skills in changing global environment

QUALITY CERTIFICATIONS & ACCREDITATIONS



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COURSE OUTLINE



Day 1

Global Demands and Biggest Changes in Sales

- World trends in sales
- New roles of sales people in the global contest
- Changes in buyers' behaviour
- Future selling: it is social
- Principles and importance of developing sales professional's business acumen
- Positive attitude to build relationships and sales
- From transactional to consultative / relationship selling

Day 2

Consultative Sales Approach

- Growing your sales pipeline
- Upsell and cross-sell
- Discovering prospect needs
- Listening and questioning skills for sales success
- Art of story-telling
- Adding value
- Secrets at selling full price
- Principles of negotiating globally

Day 3

Cross-Cultural Communication and Negotiation

- Cross cultural competency
- Acculturation and assimilation
- International business customs
- Business etiquette
- Language and cultural barrier
- Setting mutual expectations
- Secrets of diplomatic communication

Day 4

Leading International Teams

- Hiring the right talent
- Cultural impact on selecting process
- Conducting appraisals and evaluations
- Retaining the staff
- Sales coaching
- Developing big-picture thinking
- Motivating your team
- Setting and managing sales targets

Day 5

Managerial Efficiency in the Global Environment

- Managing multiple relationships
- Stress management
- Time management
- Organizing your day at work considering different time zones
- Self-actualization
- Action planning

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All Fees are subject to 5% Value Added Tax (VAT).*

Your Details

Name (Mr/Ms):

Position: Organisation:

Address:

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City / Country:

Telephone: Email:

Mode Of Payment

Please find enclosed a cheque made payable to EuroMaTech

Please invoice me

Please invoice my company as follows:

Contact Name:

Company Name:

Address:

Email:

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment.

For Further Information, email us at info@euromatech.ae.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

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