



An Intensive 10-Day Training Course

# The 10-day Global Sales Professional MBA

Applying Emotional Intelligence & Discovering the Pathway to Global Sales Excellence

## PROGRAMME SUMMARY

EuroMaTech's Sales Professional MBA training course covers an array of topics in the sales environment to reach sales success on the global scale. This is a unique and innovative program will help to meet both the global and personal challenges of sales and give all the necessary tools and techniques to excel in a multitude of sales roles, including personal sales, coaching, recruiting, managing and leading in the global contest. Another key to building better sales and business relationships internationally is having the insight in the four skills areas of emotional intelligence: self-awareness, personal management, social awareness and relationship management.

The training will also enhance leadership skills and create an emotionally intelligent sales culture. The emphasis of the training course 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. Delegates will be able perform more efficiently in the global contest and will walk away from this 10-day programme with specific action plans they need to lead a world-class sales team.

Date	Venue	Fee(\$)
05 - 16 Sep 2022	London	US\$ 11,900
28 Nov - 09 Dec 2022	London	US\$ 11,900

## INTRODUCTION

The modern sales professionals need to be aware of today's changes to stay ahead of the game. With the growth of international business there is a big demand for new sales professionals who can withstand the challenges of selling globally and who understand and use the concept of emotional intelligence. The role of the sales team, which is the most externally focused part of a company, has a huge impact on international presence and brand awareness, so getting this right in different countries is critical.

EuroMaTech's premier Sales Professional MBA training course has been designed for professionals who want to master their emotional intelligence skills and explore the latest trends in global sales. Developing consultative sales skills, improving cross-cultural communications, perfecting leadership skills required for leading international teams and gaining a comprehensive range of leadership tools will increase their efficiency, whereas mastering emotional intelligence skills will have a huge impact on their sales performance and will distinguish them from the competition whilst supporting their career.

**Participants on EuroMaTech's 10-day Sales Professional MBA training course will develop the following competencies:**

- Understand the concept of emotional intelligence and its impact on sales
- Identify and manage their own emotions
- Increase awareness of emotions of others
- Develop better empathy for sales success
- Improve their conversational techniques
- Identify different personality types
- Understand the strategy of building referrals
- Improve emotional intelligence in key aspects of sales process
- 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 organization by becoming highly effective leader

## TRAINING METHODOLOGY

EuroMaTech's Sales Professional MBA 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 learnt. Using small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays and discussions. Participants will reflect on and discuss their own professional issues and experiences. They will be encouraged to contribute the principles of selling globally and emotional intelligence 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](mailto:inhouse@euromatech.ae) for further information and/or to receive a comprehensive proposal.



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## WHO SHOULD ATTEND

EuroMaTech's Sales Professional MBA training course is targeted at:

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

## PROGRAMME OBJECTIVES

Participant on EuroMaTech's 10-day Sales Professional MBA training course will:

- Understand the importance of emotional intelligence in sales environment
- Understand the science behind emotional intelligence and the brain
- Develop emotional intelligence in all areas of sales process including prospecting, objection handling, qualifying and closing
- Improve their ability to recognize and deal with own emotional triggers
- Develop practical strategies to manage own emotions
- Improve their interpersonal skills such confidence, self-awareness, self-regard and impulse control
- Learn to read emotions of others in sales contest
- Examine different behavior styles of clients
- Perfect their questioning and listening techniques
- Learn to understand nonverbal communication
- Learn how to create emotionally intelligent sales culture
- Examine specific attributes that make sales managers good leaders
- Study the techniques to inspire and lead teams
- 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

# COURSE OUTLINE

## 1<sup>ST</sup> WEEK



### Day 1

#### Understanding Emotions

- Understanding emotional intelligence
- Return On Emotions
- Neuroscience of sales
- The emotional challenge and opportunity
- Identifying own emotional triggers, motivations and drives
- Power of likeability
- Money talk
- Developing confidence, authenticity and likeability

### Day 2

#### Managing Emotions

- Understanding reactions under stress and conflict
- Best techniques from top sales to manage stress
- Choosing emotions
- Re-charge emotional reserves
- Chimp paradox
- Change story
- Setting and managing expectations for consultative selling
- Mindsets
- Emotional management in negotiations

### Day 3

#### Understanding the Emotions of Others

- Power of empathy
- Marston's personality types
- Matching and mirroring communication style and body language
- Recognising others' motivations, triggers and reactions
- Effective conversation techniques: questioning and listening
- Finding the prospect's pain. Testing commitment to change
- Looking and listening for communication cues
- Understanding nonverbal communication – how to read and interpret
- Building rapport

### Day 4

#### Social Skills in Sales Process

- How to better connect and meet
- The strategy of building referral partners and relationships
- Filling the pipeline through effective networking
- Crafting value propositions and presentation
- Effective qualifying
- Emotionally intelligent objection handling
- Agree and Align
- Closing for partnership

### Day 5

#### Emotionally Intelligent Sales Culture and Leadership

- Importance of social responsibility
- Developing emotionally intelligent teams
- Promoting team work and collaboration
- Recognizing and appreciating efforts of others
- Attributes that make sales people effective sales leaders
- Weather leaders
- Action planning

# COURSE OUTLINE

## 2<sup>ND</sup> WEEK



### Day 6

#### 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 7

#### 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 8

#### 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 9

#### 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 10

#### 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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This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).\*

## Your Details

Name (Mr/Ms):.....  
Position:..... Organisation:.....  
Address:.....  
.....  
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.

### Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

### Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

### 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](mailto: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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