



A to Z Sales Solutions

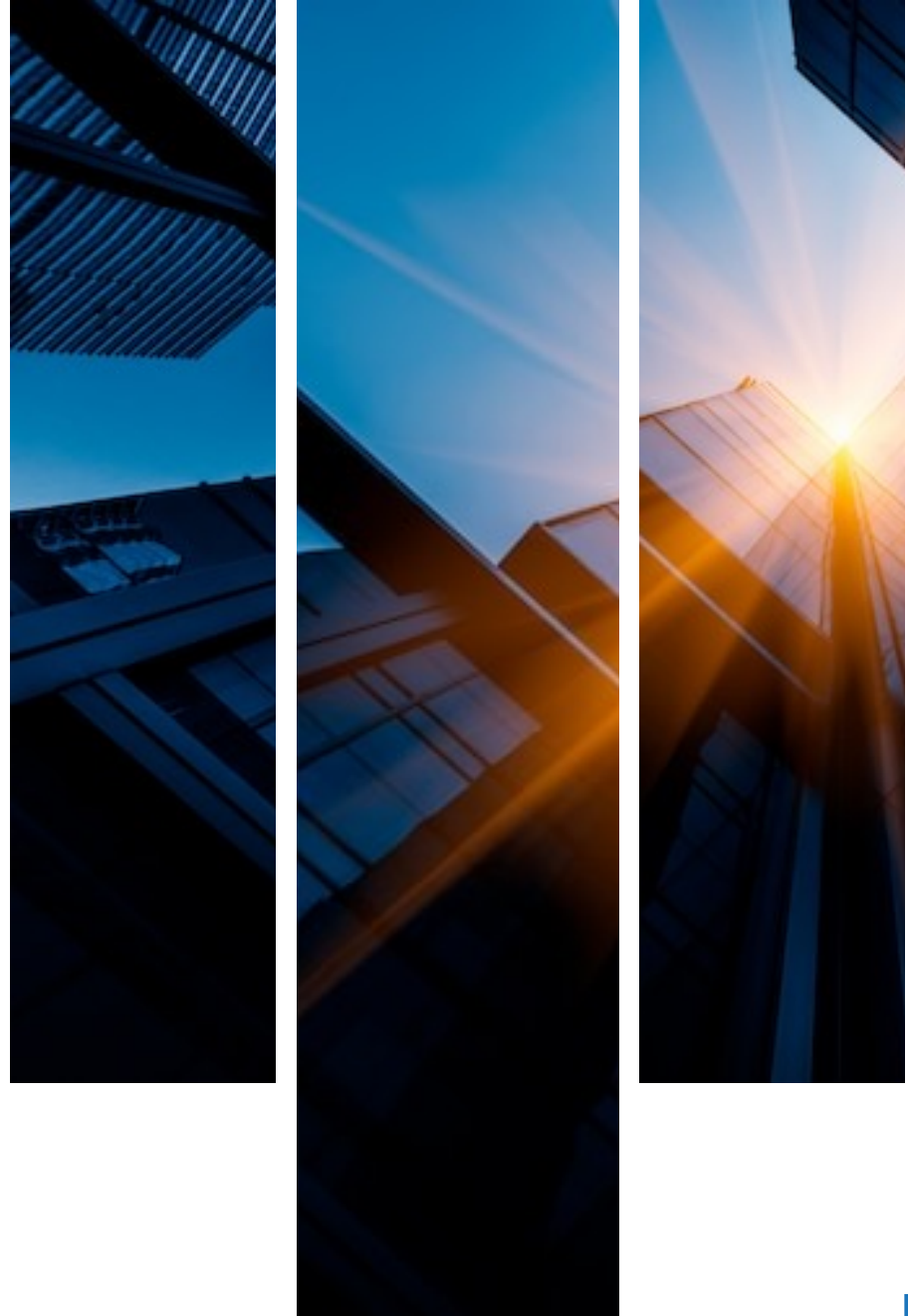
Training & Management
Consultants - MENA

Since 2007

A to Z Sales Solutions – Training & Management Consulting Company, established in Jordan the Year 2007.

Expanded to the Gulf by operating as a Joint Venture based in Saudi Arabia, partnering with leading Multinational, Regional and Local Companies.

We provide Sales Training programs to all levels, channels in Sales including Competency Assessment & Capability Building programs on soft skills for the corporate functions. E.g., Selection and Interviewing, Performance Management, Presentation Skills, Advanced Communication skills and Negotiation programs.



Our Values

We value learning from our clients with Grit!

Our team lives out



Passionate Commitment



Doing the Right Things for the Right Reasons



Pursue Growth & Learning



Do More with Less



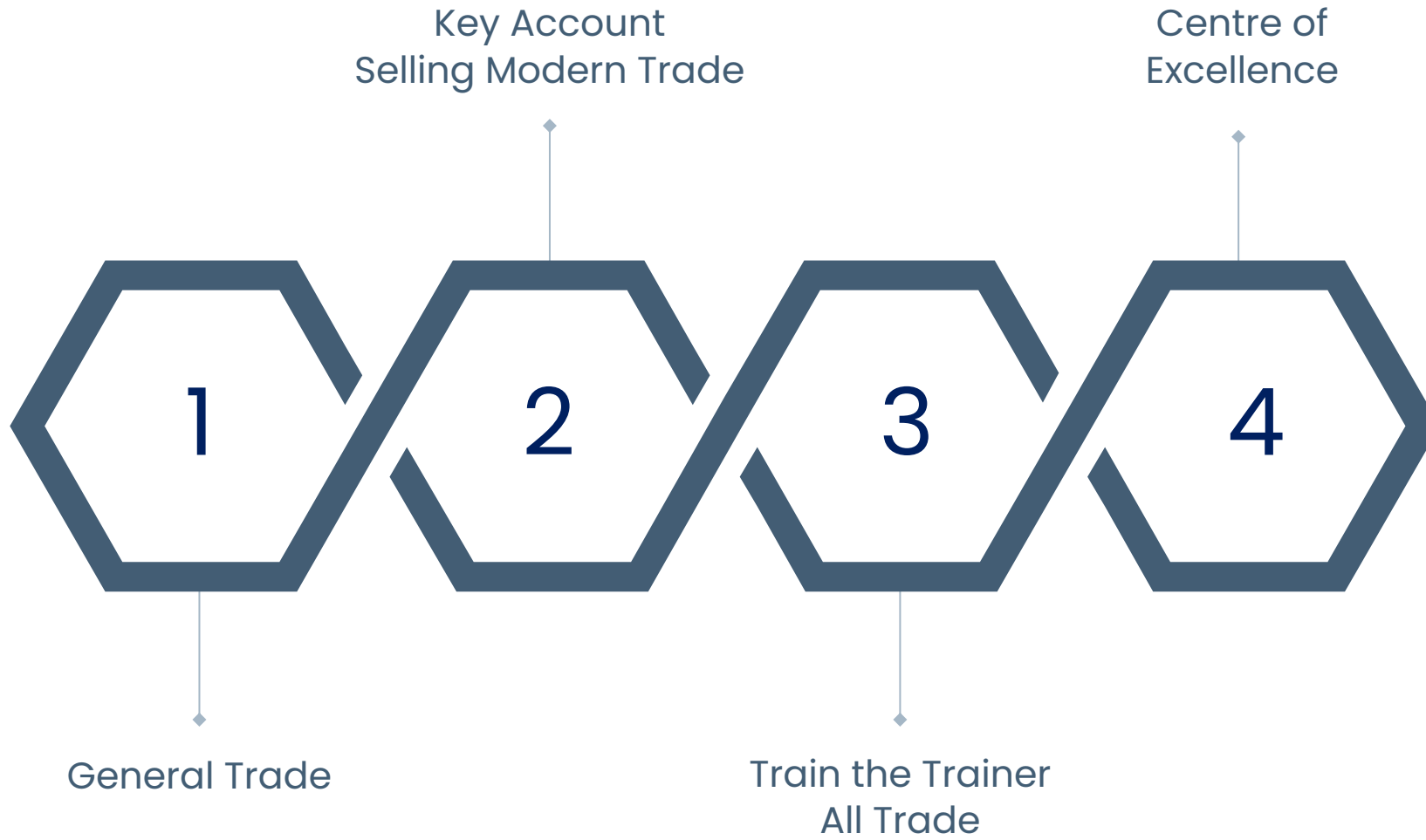
Excellence Beyond Expectations



Being Humble



Sales Courses



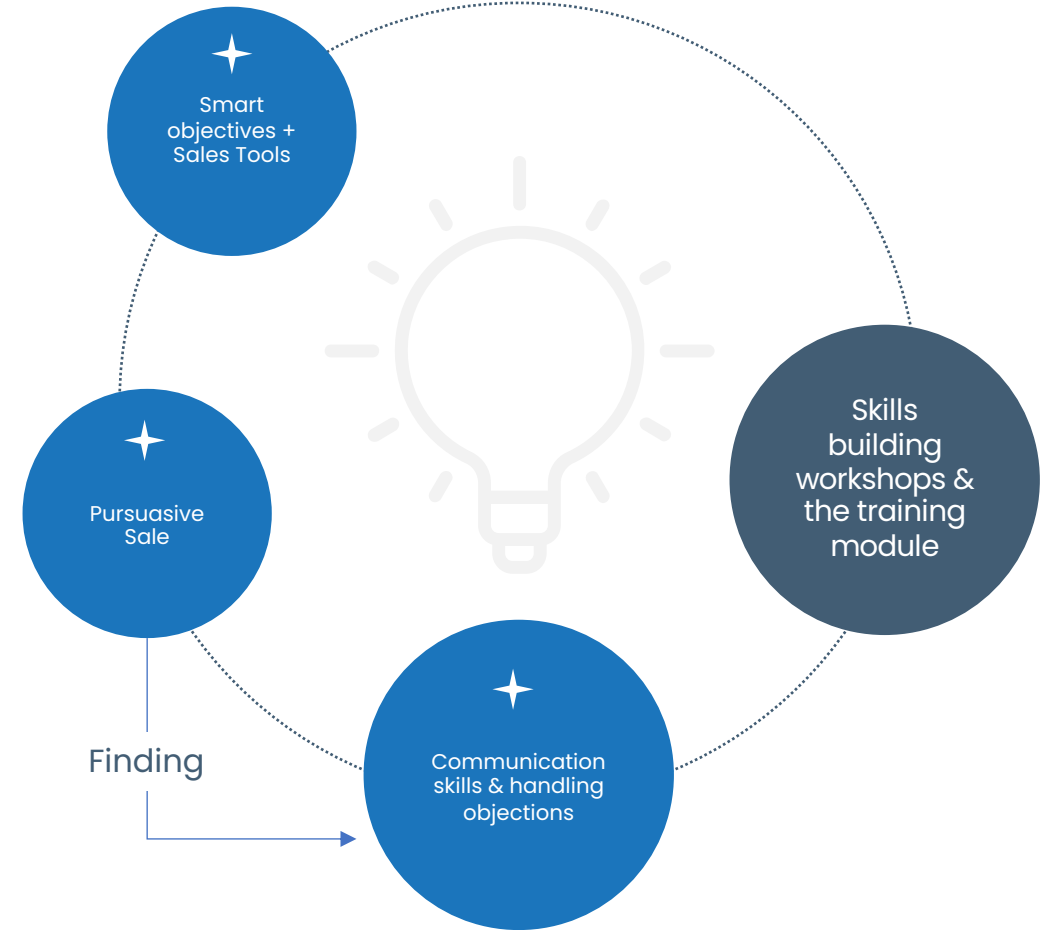
The A-Z Selling Module

A best-in-class approach to developing Human Capital

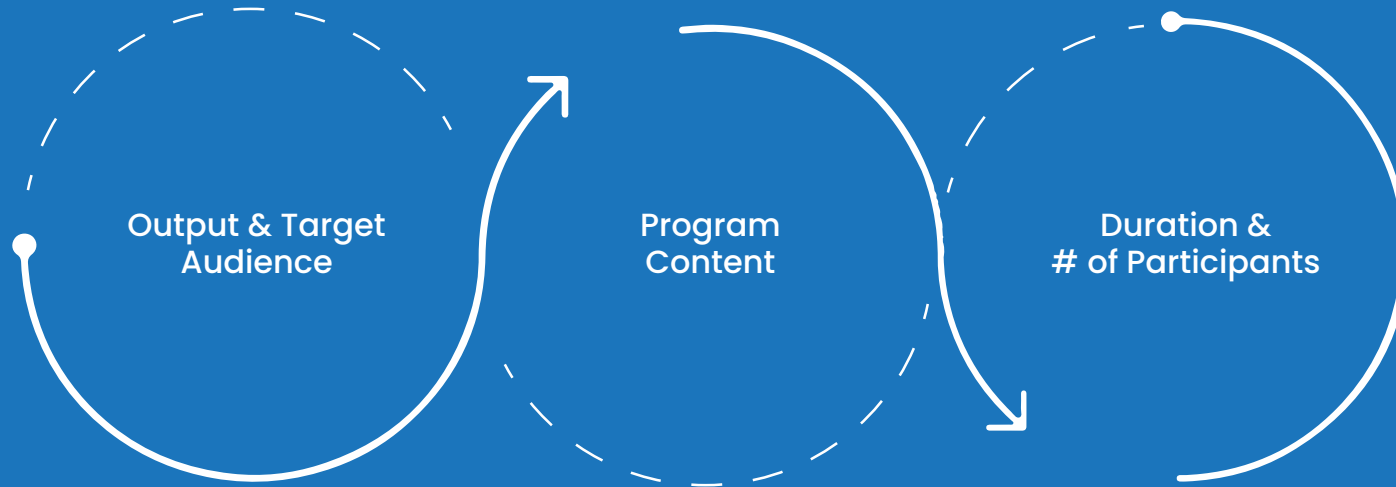
- A Vision & Mission
- B Category & Brand Knowledge
- C Features & Benefits
- D Steps of the Sales Call ✦

- 1 Planning & prep
- 2 Store check
- 3 Establish the needs
- 4 Develop the plan
- 5 Sell the plan
- 6 Close the sale
- 7 Merchandising
- 8 Administration
- 9 Post call review

✦ Final Workshop/Roleplays



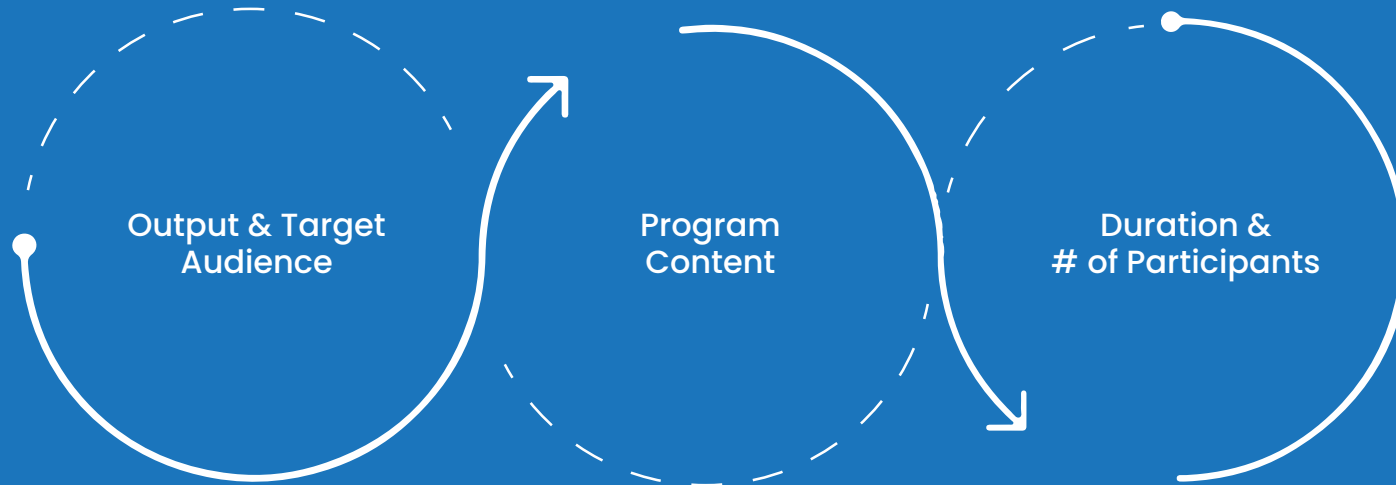
1. General Trade



- To provide a framework of Tools, Processes and Knowledge to the Sales Operations for business success. The focus is on the In-store Call Excellence.
- Target Audience: W.S., SS ,Gr A Salesmen & Van Salesmen
- Company Values and Principles
Persuasive Selling
Customer Data
Determining Customer Needs
Features & Benefits
Communication Skills
Handling Objections
Selling Tools
Administration
Feedback
Key Roles & Activities
- Duration 2 Days
- 20 – 24 Participants



2. Key Account Selling Modern Trade



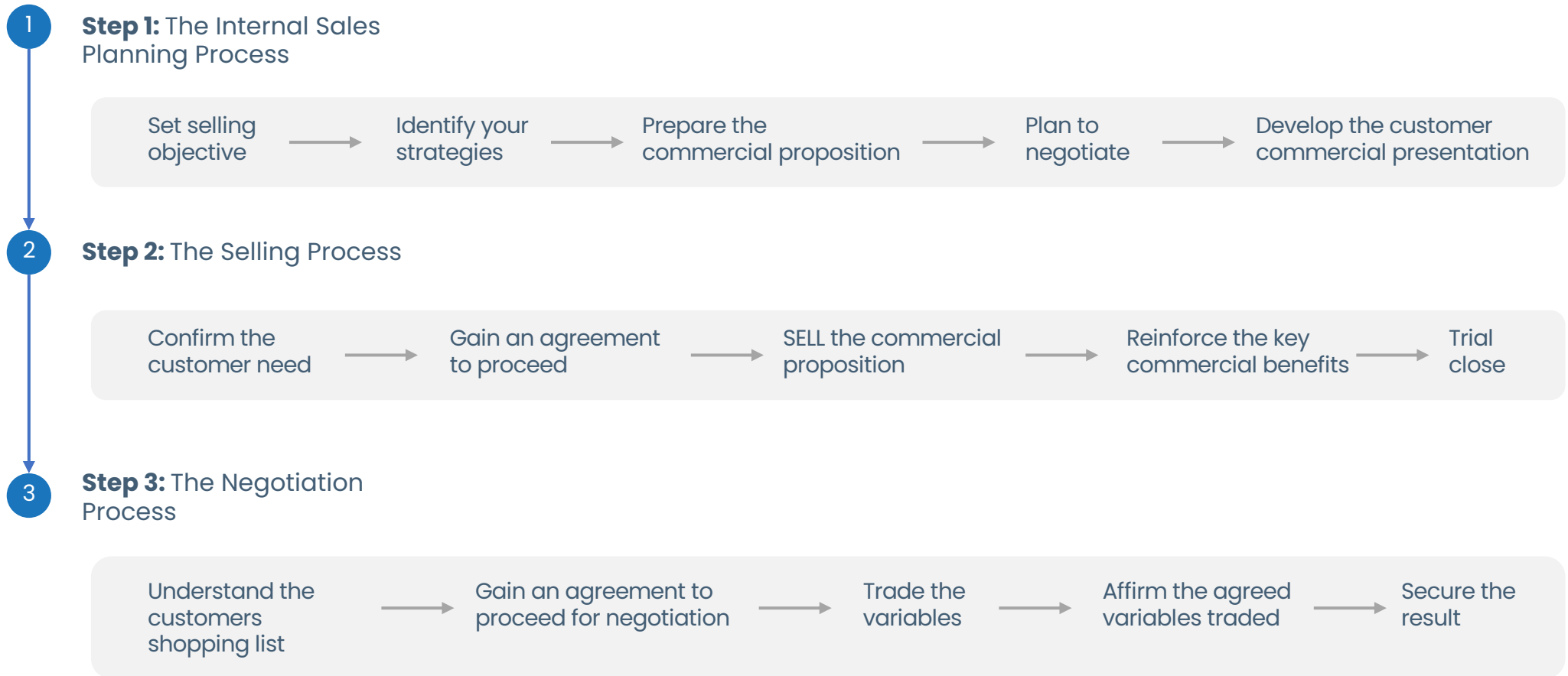
- To provide all Account Management Personnel with the essential processes and skills to manage effectively an Account from a Modern Trade perspective
- Target Audience: KAM's and KA Executives

- Company Values and Principles
Account Management Principles
Internal Sales Planning Process
Selling Process
Negotiation Process
Shopping Lists
Tactics
Point of Purchase
Customer Business
Planning Process

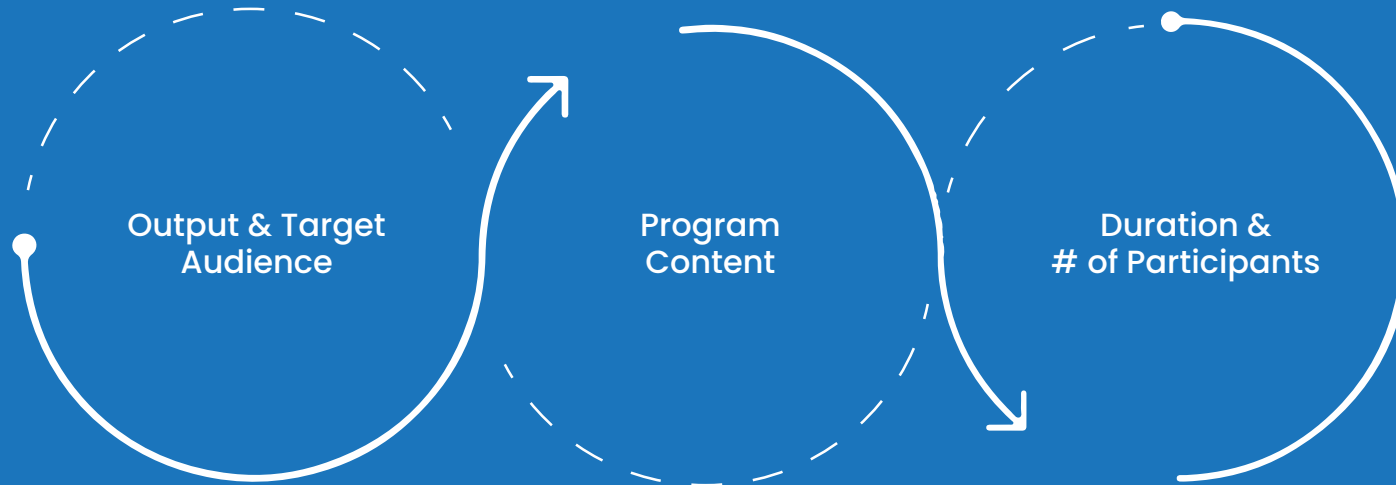
- Duration 3-5 Days
- 16 – 20 Participants



2. Key Account Selling Modern Trade Structured Commercial Selling Process



3. Train the Trainer All Trade



- To enhance the skills of the Managers to train and coach their teams for an effective and productive results. This course includes a Basic module & Advanced , based on the level of targeted trainees.
- Target Audience: Sales Managers & Sales Supervisors
- Company Values & Principles
Concept of Training
Training Principles
Training Cycle
Learning Styles of Adults
Explanation Development Guide
Field Training Expectations
The Call Review
The Demo Calls Feedback Process
- Duration 2-3 Days
- 16 – 20 Participants



3. Train the Trainer All Trade Accrediting Internal Trainers

Train the Sales Trainer

2 days

Training the Sales Supervisors on the “Principles of Training” module - Training Cycle, Explanation of Development techniques, Teaching Adults, and Feedback.

Train Selling Skills

2 days

Session for the same Sales Supervisors group to Train them on the “Selling Skills” module. This is the Training that they need to perfect so that they give it to the Sales Reps continuously in the office and in the field.

Train the Salesmen - Selling Skills

2 days

The group will observe the Consultant deliver a real-life 2 days “Selling Skills” module directly to 16- 20 Salesmen. The Supervisors will learn moderation skills as they will co-moderate in running the workshops. Seeing the “Sales Skills” module for the second time will enhance their command of the material and how to deliver it .

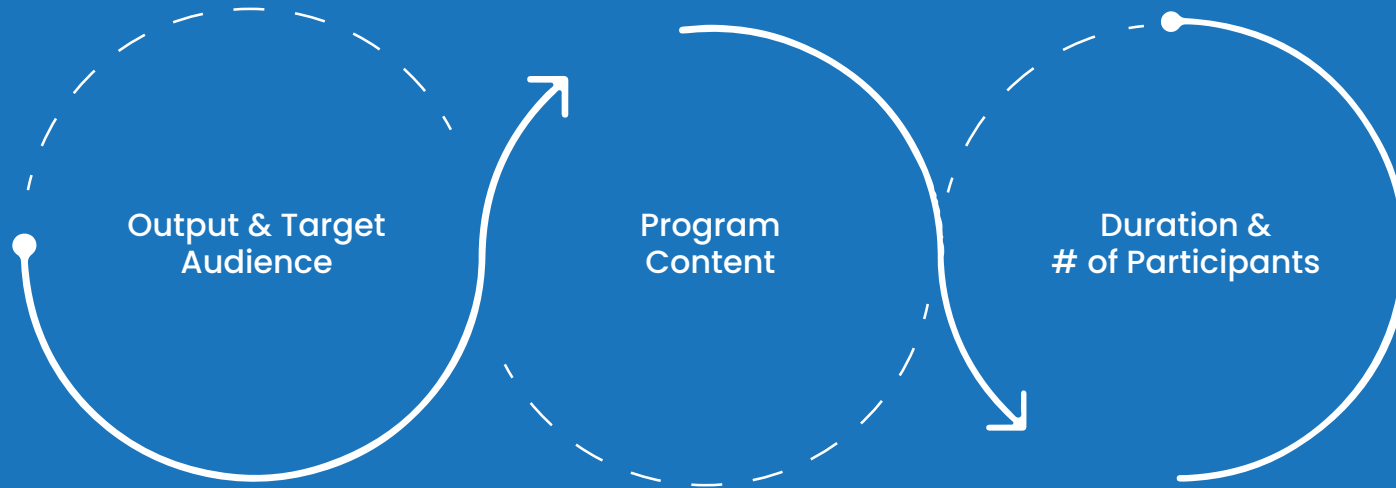
Train the Salesmen - Selling Skills

2 days

Group now delivers on its own the 2 days Selling Skills module a group of Sales Reps while Consultant Observes, Coaches and provides Feedback to the Supervisors on delivery with the right focus on What to train and How to train their teams.



4. Centre Of Excellence



- Develop the Confidence and Competence of the Centre of Excellence (Coe) to deliver and facilitate the processes and skills of the training programs; and to be able to always add value to the commercial teams
- Target Audience: Training Managers and Sales Management

- Interrogate program content and key processes to ensure CoE's have an adequate knowledge and understanding in order to carry the training forward.

Accreditation:

CoE's will be required to demonstrate their capabilities in training a specific course/ program through a rigorous skills practice process. Successful demonstration of these capabilities will Achieve full accreditation to train the targeted programs.

- Duration 1 week
- 6 – 8 Participants



Training Programs



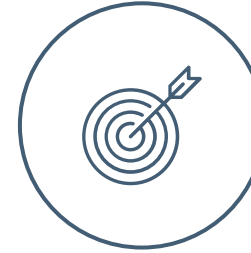
Sales Management

- Management of Field Execution
- Management of Modern Trade
- Management of Traditional Trade
- Management of Distributors



Training Managers

- Centre of Excellence
- Selection interviewing & Recruitment
- Train the Trainer
- Negotiation Skills
- Sales Leadership
- Training & Coaching
- Presentation Skills



Sales Force

- On Boarding & Initial Training
- Selling Skills – Basic & Advanced
- Merchandising Skills – Basic & Advanced.
- Sampling & Promoters Training
- Product Launches & Roadshows



Shopper/ Customer Marketing & Product Launches - Roadshows



Developing
Marketing
Presentations



Setting Sales
Targets and
Implementation
Plans



Developing
Sales
Presenters and
Sales
Organizers



Theme
Development



Organizing
Roadshows



Evaluation &
Reviews



Meet the Founder



Bilal M. Nuseibeh

Founder & Managing Director

*MBA Washington University Regional
Expert in People Management &
Development Systems*

My Purpose – “I enjoy telling the stories with simple sophistication “

Bilal is an Affiliate Ambassador at CLI and is an advisor at “Outpace Consulting.” He has built a 36-years corporate career at senior levels in the Middle East & Africa Region -MENA where he developed his expertise at People Management & Development Systems through working for Procter & Gamble (1985 – 2000) as the “Regional Head of Sales Recruiting, Training & Development Manager – MENA; and Nestle Middle East (2000 – 2007) where he eventually handled the dual roles of “Regional Head of Sales Training & Development – MENA” and “Center of Excellence for Nestle Zone AOA “. Bilal Joined Arab Bank as VP Global Head for Training and Development until 2008 when he started his own “A to Z Sales Solutions – Training & Management Consultancy” in 2009. Bilal has also been serving since 2018 as The Director – Commercial Center of Excellence at Fine Hygienic Group one of the largest regional groups in the Middle East.

Bilal’s passion on the professional front is building the human capital and motivate them to discover their hidden potential towards success, growth, and happiness. Bilal’s thrives when engaging with diverse people to build trustworthy relationships that stand the test of time. Bilal’s focus is more on the legacy he can leave than any immediate rewards he can get from his work.

Bilal spends a considerable amount of his time on mentoring college students through credible philanthropy institutions in the Region. He maintains his mentor role with several prospects who were recruited, trained and developed by him in the past coaching them through their senior roles in global FMCG’s in the MENA Region. Bilal is a member of board of two of SME’s in Saudi Arabia and Jordan. Bilal’s ultimate passion however, is coaching his 3 sons and 2 daughters.



Regional Head – MEA Sales Recruiting,
Training & Development



Head of Regional Sales Training &
Development – Middle East



Vice President, Global Head of
Training & Development



Director of Commercial Center
of Excellence



Founder & Managing Director

Client list 2009 – Present

Client list 2009 – Present

A background image showing two business people shaking hands. The person on the right is wearing a dark suit and tie. The image is overlaid with a blue digital network pattern of glowing lines and nodes.

Let's talk... today.



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