



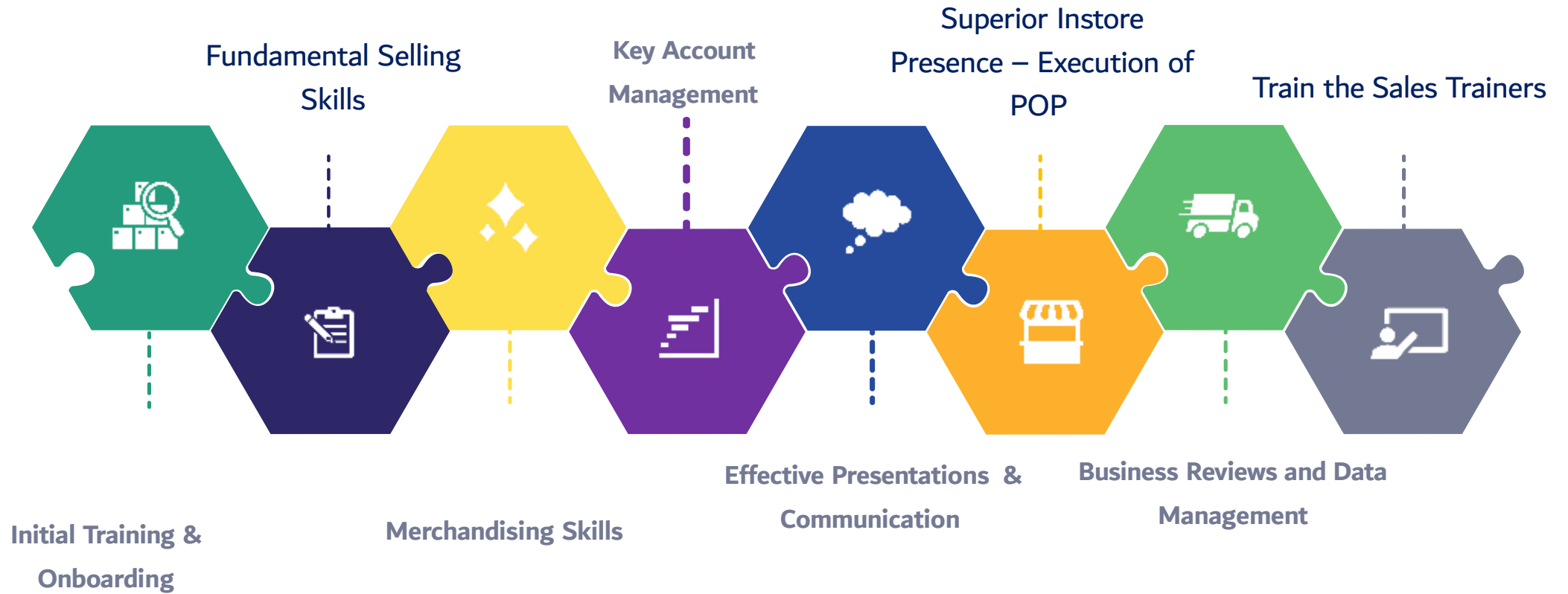
TRAINING SUITE

A best-in-class approach to building effective long-term relationships, service excellence and business results.

The Sales Training Module - IN A NUTSHELL

A best-in-class approach to developing sales and key account management essential competencies







PROGRAM 1
MODERN TRADE
BECOME “THE
PREFERRED
BUSINESS
PARTNER”

Training Curriculum

PROGRAM 1

Title: Modern Trade - Key Account Management – become “ The Preferred Business Partner “

Duration: 4 days

Target Audience: Key Account Executives @ Modern Trade & Channel Chains – up to 16 people

THE NEED



To enhance the skills of the Key Accounts Managers to:

- Achieve Superior In-store presence for your brands
- Secure critical business agreements.
- Influence buying decisions positively.
- Ensure that your brands achieve marketing objectives at an exceptional ROI

CONTENT/STRUCTURE



Day 1:

Internal Sales Planning Process, Objectives, Strategies and Buyers' profitability Measures

Day 2:

Persuasive Selling Process & the Business Presentation

Day 3:


Negotiation strategy & Tactics, Shopping List Negotiation & Trading the Variables

Day 4:

Final presentations by KAM's & Roleplays

OUTPUT

KA Account Management Sales people will learn & apply the essential process and skills to manage effectively a key Account from a Key Account Management Best Practice perspective. They will learn the Planning, Selling & Negotiating

A photograph of a pharmacy interior. On the left, tall white shelves are filled with various boxes of medicine, including brands like 'Lorano', 'Euphorbia', and 'isla'. In the foreground, a white counter with multiple drawers runs along the shelves. To the right, a computer workstation is visible, featuring a monitor displaying a software interface, a keyboard, and a mouse. The background shows more shelves and a window with light coming through. The overall scene is clean and organized.

PROGRAM 2
PHARMACY KEY
ACCOUNT
MANAGEMENT –
CHAINS &
INDIVIDUALS

Training Curriculum

PROGRAM 2

Title: Pharmacy Key Account Management – Chains & Individual Pharmacies

Duration: 3 days

Target Audience: Key Account Executives @ Pharmacy Channel – up to 16 people

THE NEED



To optimize the sustainable and profit growth at the Pharmacy Channel
Managing budgets and developing profitable business development agreements that influences buying decisions positively.
at an exceptional ROI

CONTENT/STRUCTURE



Day 1:

Internal Sales Planning Process, Objectives, Strategies and Buyers' profitability Measures

Day 2:

Persuasive Selling Process & the Business Presentation

Day 3:

Negotiation strategy & Tactics, Shopping List Negotiation & Trading the Variables

Day 4:

Final presentations by KAM's & Roleplays

OUTPUT

Pharmacy Account Managers will learn and execute the essential processes and skills to manage effectively a Pharmacy Account with Best Practice perspective
They will have full Understanding of how to sell profitably and create Long-term strategic Relationships with the Channel accounts.



SALES TRAINING

dreamstime

BECOMING A PROFESSIONAL SALES PERSON

Training Curriculum

PROGRAM 3

Title: Selling Skills – Traditional trade : Retail & Wholesale – Becoming A Professional Sales Person

Duration: 2 days

Target Audience: Sales persons, mainly pre-Sell Representatives - up to 20 people

THE NEED



To provide a framework of essential selling Skills Tools, Processes and Knowledge to the Retail Sales Operations for business success.
The focus is on the Sales In-store Call Excellence.

CONTENT/STRUCTURE



Day 1:

1. Brands Features & Benefits
2. POP Drivers
3. Persuasive Selling Format (PSF)
4. Customer Data
5. Determining Customer Needs
6. Number-based Calculation: Margins & Markups

Day 2

1. Steps of a Call
2. Communication Skills
3. Handling Objections
4. Selling Tools & Administration
5. Call Analysis / Feedback

OUTPUT

Retail Salesmen – mainly Mini-markets and large Groceries salesmen
Learn to master the Sales Fundamentals

They will be equipped with the selling skills to operate efficiently & effectively

PROGRAM 4
SELLING SKILLS –
RETAIL VAN
OPERATIONS



Training Curriculum

PROGRAM 4

Title: Selling Skills – Retail Van Operations

Duration: 2 days

Target Audience: Van Sales Representatives - up to 20 people

THE NEED



To provide a framework of essential selling Skills , Processes and Knowledge to the Van Sales Teams for growing business at the lower end of the trade.

The focus is on building numeric distribution, achieving an increase in average drop-size, optimizing covering with call compliance and growing Call effectiveness

CONTENT/STRUCTURE



Day 1:

1. Understanding Coverage & ND
2. Basics of Selling
3. POP
4. Steps of A Call
5. Selling Tools
6. Setting Objectives

Day 2

1. Persuasive Selling Format (PSF)
2. Brands Features & Benefits
3. Communication Skills
4. Handling Objections
5. Call Analysis

OUTPUT

To learn and apply selling skills to make the Van Sales Operations operate efficiently & effectively.

PROGRAM 5
**OWNING THE
STORES**

Merchandising Skills



Training Curriculum

PROGRAM 5

Title: Merchandising Skills – Owning The Stores

Duration: 1 day

Target Audience: Merchandisers Teams up to 30 people

THE NEED

Own the stores by achieving Superior in-store presence for your Brands.
Enhancing the skills of the Merchandising team will be Instrumental and securing powerful Points of purchase and would secure continuous and profitable Brands' turnover & sell-out.



CONTENT/STRUCTURE

Day 1:

1. POP Drivers
2. Basics of Merchandising
3. Core Steps
4. Merchandising Quality
5. Creativity Exercises
6. Importance of Shelving
7. Displays - Guidelines
8. Point of Sale material
9. Owning the Store
- 10.24 / 7 Silent Salesman



OUTPUT

Participants will learn the Merchandising Steps, Skills required to create a competitive differentiation for your brands @ the 1st Moment of Truth – The link point between the Shoppers and Shelves.



PROGRAM 6
PROMOTERS
TRAINING

PCO

Camelot

GIPCC
french fifteen

Training Curriculum

PROGRAM 6

Title: Promoters Training

Duration: 1 day

Target Audience: In-stores Promoters - up to 30 people

THE NEED

Optimize ROI for your marketing campaigns and ensuring generating trial and high reach upon launching a brand Or initiative in the market.

The Promoters team becomes a master Of the Brands' features, advantages and Benefits to execute efficient and effective marketing campaigns in direct contact with the Consumers.

CONTENT/STRUCTURE

Day 1:

1. POP Drivers
2. Basics of Promoting in stores
3. Core Steps
4. Communication with Quality
5. Sampling
6. Importance of Location
7. Point of Sale material
8. Increasing footfall to your stands
9. Ensuring purchase
10. Linking to next shopping visits

OUTPUT

Participants will learn the basic steps, & processes required to create a competitive differentiation for your brands directly with consumers @ the point of purchase – the last human link point between the Brand and the Shoppers.



PROGRAM #7 TRAIN THE TRAINER

Training Curriculum

PROGRAM 7

Title: Train the Sales Trainer – Becoming A Strong Sales Coach

Duration: 6 days

Target Audience: Senior & Middle Sales Managers & Senior Supervisors – up to 16 participants

THE NEED



To enhance the skills of the Managers & Senior Supervisors to learn How to deliver efficient and effective Sales Functional training to Sales Team – Executives & Frontliners.

To institutionalize the Best Practice Training of trainers in the organization for the long-term towards building an effective and productive results.

CONTENT/STRUCTURE



Day 1 & 2 :

Module One: Train the Trainer – Learning, Training & Coaching
Training Principles, Training Cycle
Training Demos, Coaching Trials, Feedback

Day 3 & 4


Delegates observe and co-Moderate Selling Skills training being delivered to a group of sales frontliners and gets ready for their own independent delivery

Day 5 & 6

Delegates deliver the training to a group of sales frontliners while the consultant observes, coaches and provides feedback

OUTPUT

The end in mind is to have a pool of competent internal sales trainers, able to continuously deliver the training of Fundamental Sales Skills to the Sales Teams efficiently & effectively

A man in a dark suit and light blue shirt is seen from the back, gesturing with his right hand towards a large, blurred audience seated in a conference room. The background is filled with people, mostly men in business attire, looking towards the speaker. The lighting is warm and focused on the speaker.

PROGRAM 8
CORPORATE TRAIN
THE TRAINER –
BECOMING A STRONG
CORPORATE TRAINER

CORPORATE TRAINER

Training Curriculum

PROGRAM 8

Title: General Train the Trainer – Becoming A Corporate Trainer

Duration: 5 days

Target Audience: Senior & Middle Multi-Functional Managers & Supervisors – up to 16 people

THE NEED



To enhance the skills of multi-Functional Corporate Trainers - Managers & Supervisors to learn how to deliver professional functional Training to corporate functions, towards building a Learning & Development culture.
Institutionalize a best-in-class approach to building effective long-term relationships, service excellence
And business results

CONTENT/STRUCTURE



Day 1 & 2 :

Module One: Train the Trainer –
Learning, Training & Coaching
Training Principles
Training Cycle

Day 3

How to Develop and Learn the Functional
Core Competencies

Day 4 & 5:

Facilitate and co-Moderate delivery of a Corporate
Training Module along with the Consultant
to a group of 16-20 participants

OUTPUT

The end in mind is to
**enable participants
to deliver the training
to their Corporate Teams
efficiently & effectively
on the course.**

PROGRAM 9
SALES FOR
NON-SALES PEOPLE



Training Curriculum

PROGRAM 9

Title: Sales For Non-Salesperson – How to be a Conceptual & Persuasive non-Salesperson

Duration: One day

Target Audience: Senior & Middle Multi-Functional Managers – up to 16 people

THE NEED



To enhance the skills of multi-Functional Corporate Managers to learn 4 Core Sales Skills that are Life-Skills for non-Salespersons

1. Persuasive Selling Format
2. Communication Skills
3. Handling Objections
4. Conceptual Selling

Team-building through a Learning & Development culture that shares and re-applies best practices.

CONTENT/STRUCTURE



Module 1 : PSF

- Persuasive Selling Format (PSF)
- Including Setting SMART Objectives

Module 2 : Communication Skills

- OVT & Active Listening
- Appropriate Communication Responses

Module 3 : Handling Objections

- Objections Handling Process / Steps

Module 4 : Conceptual Selling

- Concepts Development & Deployment

Rebuild Parts Into A Complete Model

OUTPUT

The end in mind is to enable participants to learn, practice and build persuasiveness with effective communication & objections handling as they build concepts to “sell with” efficiently & effectively.

PROGRAM 10
**SELLING &
COMMUNICATION
SKILLS**



Training Curriculum

Title: Selling & communication Skills

Duration: 2 days

Target Audience: Sales Representatives

THE NEED



The target customer is fairly “unsophisticated. This leads companies to underestimate their clients and think that selling to them is easy. This then leads to “under-invest” in their sales Team's ability to achieve great results. There is a clear need to provide a framework of essential Selling Skills Tools, Processes and Knowledge to the Reps’ so they can succeed in building effective relations, call excellence and business results.

CONTENT/STRUCTURE

Day 1:

1. MLI Products’ Features & Benefits
2. Purchase Drivers
3. Persuasive Selling Format (PSF)
4. Customer Data
5. Determining Customer Needs
6. Number-based propositions - Margins & Markups

Day 2:

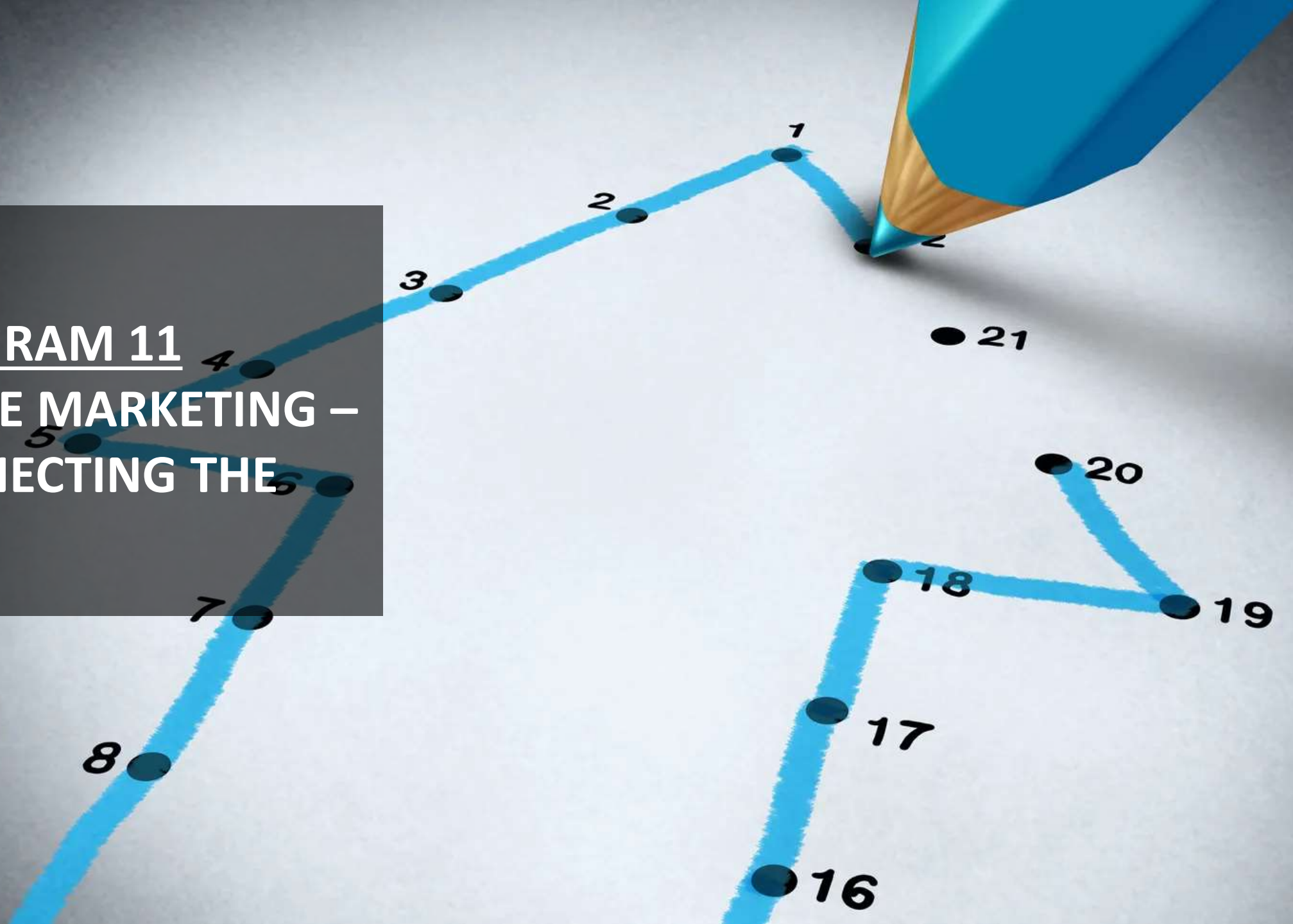
1. Steps of a Call
2. Communication Skills
3. Handling Objections
4. PSF Role Plays: Buyer/Seller
5. Selling Tools & Administration
6. Call Analysis / Feedback
7. Building leads & Networking



OUTPUT

Reps. Learn to master the Sales Fundamentals and be equipped with the selling skills to operate efficiently & effectively. Closing rate will go up significantly and customer agreement to Reps’ proposals will allow the company a clear competitive advantage

PROGRAM 11
TRADE MARKETING –
CONNECTING THE
DOTS



Training Curriculum

Title: Trade Marketing – Connecting The Dots

Duration: 3 days

Target Audience: Trade Marketing Managers/Executives, Product/Brand Managers, Channel/Category Sales Development Managers, Shopper Marketing Managers/Executives

THE NEED



Enable sales organizations to strategically sell to external customers. Act as the link between the central category teams and the markets' sales organization to ensure that the categories and brands strategies and plans are fully aligned and executed with excellence across channels. Translates brands strategies and initiatives into executable specific trade plans with specific POP targets by channel. There is a clear need to provide a framework of essentials Sales Tools to enable Sales succeed in achieving effective business results.

CONTENT/STRUCTURE



Day-One

1. Conducting a market visit
2. Developing Shoppers Behaviors / Insights
3. Superior Instore Presence
4. What Counts – Trade Channels
5. Instore Activation

Day-Two

1. Point of Purchase Drivers
2. Brands' Features & Benefits
3. Setting SMART objectives
4. Persuasive Selling Format (PSF)
5. Developing Sales Organizers

Day-Three

1. Sales Toolkits
2. Planograms & MSL
3. Analyzing Market Data
4. Merchandising techniques
5. Launching a New Brand
6. Action Plans

OUTPUT

Ability to execute the brands strategies and plans with full harmony with Sales. They learn processes and tools to develop a Sales Toolkit that enables Sales execute brand strategies and achieve effective business results. Improved communication and team business planning.

PROGRAM 12
SUPERIOR CUSTOMER
SERVICE



Training Curriculum

Title: Superior Customer Service

Duration: 2 days

Target Audience: Customer Service Teams

THE NEED



The target customer is fairly “unsophisticated. This leads businesses to underestimate their clients and think that selling to them is easy. This then leads to “under-invest” in their staff’s ability to achieve great results. There is a clear need to provide a framework of essential Customer Service & Selling Skills – Knowledge, Skills & Attitude - to the Business’s Staff so they can succeed in building effective long-term relationships, service excellence and business results. Net, they would need to build competencies to extend Customer Service (reactive service) to a Customer Experience (proactive service)

CONTENT/STRUCTURE



Day One

- Who We Are and What We Do
- Products’ Features & Benefits
- Differentiating Customer Service/Customer Experience
- Establishing Your Attitude
- Sharpen your interpersonal communication skills
- Identifying and Addressing Customers’ Needs
- Persuasive Communication Format – PCF

Day Two

- Generating Return Business
- Basic Up-selling & Cross-selling techniques
- In-Person Customer Service
- Handling Customers’ Complaints/Objections
- Recovering Difficult Customers
- Understanding When to Escalate
- Things You Can Do To WOW Every Time
- Commitment for the Way Forward

OUTPUT

Participants will learn how to elevate customer service to a superior customer experience. One that is competitive and unique in providing customers with services of choice as they learn and build awareness and skills of personal behaviors and technical practical skills