

HOW TO ACHIEVE SALES KPIs IN CHALLENGING TIMES ?

Use a structured methodology to achieve your sales KPIs consistently



Public Program

Remote Online Learning:

10, 12, 17 & 19 November, 2021

9.00am - 12.30pm

Program Director:

Patrick Ng

Associate of Harvard Business School Alumni Club Malaysia



Sales KPIs will be present in good and tough times. But, the situation has been especially challenging since the COVID-19 incident resulting in many sales professionals struggling to achieve them. These four virtual sessions of three and a half-hours each [plus eight hours online work-related assignment] will enable those with sales accountabilities to apply relevant tools to develop specific strategies and action plans to achieve their sales KPIs during these difficult times.

WHAT YOU WILL LEARN

Through a customized template, participants' own real-life situations, story-telling, small group discussions, and workshops, you will be able to achieve your sales KPIs through the following topics:

- Identify and avoid the common mistakes sales professionals make when pressured to achieve sales KPIs
- Apply a structured methodology that takes into consideration the company, the market landscape, competitor intelligence, and customer buying behaviour to develop and implement the right strategies
- Use relevant tools to improve the quality of decision making
- Segment, target and position appropriately to the right market segments
- Differentiate your offering and value to your targeted customers
- Appraise and refine strategies using the SWOT analysis
- Use the strategic square to understand the appropriate strategies for the targeted market segments
- Implement practical winning sales and marketing strategies that have proven to work in a tough market
- Translate strategies into implementable action plans with clear timelines
- Build the element of surprise in the strategies
- Develop contingent short term tactics that are aligned with the short and long term strategies for the current tough market environment
- Collaborate with the team so that the strategies will be executed with discipline

Session One

- Difference between measure, targets and KPIs
- Avoiding the common mistakes sales professionals make
- Apply a structured methodology to develop practical strategies and action plans
- The 4 C's analysis

Session Two

- Segment, target and position appropriately to the right market segments
- Analyze the environment using the SCEPTIC model

Session Three

- Differentiate your offering and value to the targetted market segments
- Determine your competitive position using the Spidergram
- Develop strategies using SWOT and refine strategies using the different tools

Session Four

- Translate strategies into action plans
- Ensuring that strategies are executed using relevant PMS and SMP
- Applying the strategic square
- Develop contingent short term tactics aligned with short and long-term strategies for current tough market

WHO WILL BENEFIT

- Both experienced and inexperienced sales professionals in B2B, B2C, C2C and C2B businesses
- Business development directors, managers and executives
- Sales directors, managers and executives
- Entrepreneurs

Program Director

PATRICK NG

Executive MBA (Bath, U.K.)

Associate of Harvard Business School Alumni Club of Malaysia

HRDF Certified Trainer [TTT/0263]



Key Accomplishments:

- Helped many organizations in Malaysia, South East Asia, China, India and Europe to consistently achieve sales KPIs since 2002
- Hands-on experience in turning around the organizations during the 1997 Asian and 2008 sub-prime crises
- Trained and coached many professionals to assume C-level positions
- Coached both children to be specialist doctors in London, having graduated from University of Cambridge

Training Credentials:

- Highly acclaimed international Sales trainer in Malaysia, South-East Asia, Europe, China and India
- Nineteen years' training and consulting experience, having trained 35,000 participants from more than 1,000 companies
- External Sales and Marketing trainer for a leading US medical device multinational with annual turnover of US\$9 billion for the Europe, Middle East and Asia [EMEA] region

Corporate Working Experience:

- Twenty-two years' experience in General Management, Sales and Marketing, and HR out of which twenty years were in two American MNC's [Monsanto and Chevron]
- Last position as Country CEO of Hilti, a European multinational which is a market leader in 120 countries



"The trainer has very good corporate experience and I really learnt a lot from him"

Patrick Lew
Sales Manager

Jungheinrich Lift Truck Malaysia Sdn. Bhd

Registration Form



HOW TO ACHIEVE SALES KPIs IN CHALLENGING TIMES ?

Date:

10, 12, 17 & 19 November , 2021
9.00am - 12.30pm

Fee:

RM 1,484.00 per person
Inclusive of 6% SST

Name of Company: _____

Company Address: _____

Person in Charge: _____

Phone No.: _____ Email: _____

Name of Participant(s)

Designation

Email Address

| | | |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Payment

Payable to:

PKMH Training Resources Group Sdn Bhd

Contact Details:

PKMH Training Resources Group Sdn Bhd
No. 61-4C (3rd Floor), Jalan SS 2/75,
47300 Petaling Jaya, Selangor

Telephone: + 6 03 7865 2282

Contact person: Show Hing, Kenrick or Shermayne

Email: info@pkmh.com / pkmh.training@yahoo.com

Website: www.pkmh.com

Terms and Conditions

- A seat is confirmed only upon receipt of full payment prior to the program.
- PKMH Training Resources Group reserves the right to cancel or postpone the program owing to unforeseen circumstances. In the unlikely event of this happening, PKMH will make a full refund to the client within 5 working days of the cancellation or postponement.