

Locking Customers, Blocking Competition



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Why You Should Attend This Course:

In the B2B space, customers are relatively fewer compared to B2C and this places a major challenge in customer retention as competitors hound your current customers to make a switch, which may drain your revenues considerably.

In order to grow your revenue, you have to have both current and new accounts. Learn how you can 'snatch' your competitors' customers, increase switching costs, lock the customers and ward off competitors' threat.

When it comes to new accounts, the competitor may be well-entrenched and the challenge is to break this stronghold and entice the customer to make a switch. What approaches would work here? Should we target all accounts or only those where we can manage competition? How do we identify competitors' weak linkages? Who do we work with in the new account who would guide us break this linkage with the competition?

Participants would be required to narrate accounts which they have lost to competition and discuss what could have been done to block them. Likewise case studies where they have taken competitors' customers will be dealt with so that learning using the concepts can be readily applied.

Course Outline:

Day 1:

Understanding How Customers Choose Products and Vendors

- Mapping the Customers Decision-Making Process
- Identifying the Players and their Strategic Positions in the Customers Team
- Uncovering the Communication Styles
- Developing the Product Analysis Work Sheet
- Isolating and Blocking the Potential Access Routes of Competition

Formulating a Sales Strategy

- Inputs for Strategy Formulations
- Different Customers Different Approaches
- Understanding the Strategy Matrix
- Case Discussion

Day 2:

Designing the New Sales Process

- Developing the Access Route to Block Competition
- Increasing Switching Costs

Taking the Competitors Customer

- Analysing the Competitors Customer
- Uncovering the Foot Prints
- Devising the Access Route to "Unblock" Customer Supplier Link
- Approach Plan to Make the Switch

Conducting Effective and Timely Evaluations to arrest Sales and Profit Leakages

- Sales Analysis
- Cost Analysis
- Productivity Analysis
- Profitability Analysis

Who Can Benefit?

All sales personnel involved in selling to organisations.

Trainer's Profile:

Mohan Kuruvilla has the right mix of industry, consultancy, teaching and training experience with 15 years in the area of Business to Business selling. Besides teaching executives and MBA Students in Sales Management and Selling, he also takes on the role of doing sales day in and out for some of the leading Global Brands.

Beginning with Tata Tinplate where he was the Chief of Marketing, he took on the responsibility of Sales and Market Development for ICI Packaging Coatings (now Akzo Nobel) of seven countries increasing sales by 300% in six years. Today he represents Global Leaders like Stolle Machinery US, Applied Vision US, Wakol Foreco Germany for Sales and Marketing in India and other selected countries.

He teaches Business to Business Marketing, and Sales & Distribution to the most prestigious business schools like the Indian Institute of Management, Loyala Institute of Management, Goa Institute of Management, Ohio University USA and has consistently been voted the Best Teacher in Business to Business Selling.

He also published many papers in Sales and Marketing, his case study titled "Tinplate Company – Need for Conceptual Focus" is published by the Ivey Business School for classroom discussion. He has been selected by Pearson Publishers to revamp the best-selling Sales Management book in the US by Cundiff, Still and Giovanni for adaptation in India.

Date:

18–19 Jul 2012
19–20 Dec 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Locking Customers, Blocking Competition

18–19 Jul 2012 19–20 Dec 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904