

4C – Foresee

Managing the Sales Force

Are Sales people born or created?

In truth, there has never been a Sales person yet, who has been born great,

*Like most skills in life, when it comes to selling, **sales skills can be developed**, whether one thinks he / she are natural or not.*

Prof. Chandramohan Nair





Dear Sirs,

Selling is the vital activity of a company on which the question of very survival rests; The Need to succeed in business, makes international and national firms spend over a trillion dollars annually on Sales Force and Sales force materials; companies are sensitive to high and rising cost (salaries, commissions, bonuses, travel expenses and benefits) of maintaining a sales force, and they expect them to sell, sell and sell.

Most companies send their sales force supplied with samples, order books, and description of the territory without proper training and skills, ill prepared, hence much of the sales is in effective. Firms expect every sales force to be efficient and reliable, But Selling is a team work requiring support from top management, to maintain market focus, measure market potential, developing marketing strategies and plans, Selling is the most fascinating job in the world, and sales force requires continuous training and encouragement, hence the Demand for Sales Training,

The definition of sales is simple, but the process of turning some into a buyer can be very difficult and complex. It requires to convince someone with a potential interest, to increase the productivity of sales force, nothing is more important, then knowledge, training, and motivation. Marketing and Sales strategies are only as effective as the people who implement them, that are why training is an integral part of any company's efforts to achieve marketing and sales excellence.

Your companies' Sales growth is our focus. **4C** trains sales force to work smarter, walk that extra mile and to achieve results. its training programmes helps sales team to demonstrate mastery of skills, knowledge, and ability to create customer satisfaction and profit for the organization, by calling on right customers at the right time and in the right way. We offer customized and off –the-shelf training programs devoted to specific marketing and sales topics.


At **4C** we are passionate about effective sales and feel very strongly about alignment of Strategy and Resources to produce revenue, Our Training programs are designed to help our clients accomplish their marketing and sales objectives and ultimately improve business performance. From **4C** Get selling strategies that work to find customers, increase sales, beat the competition, and triple your organization growth, our team will be happy to work with your firm in tandem to build your company sales, brand and overall business.

Thanking you always,

Prof. Chandramohan Nair
C E O

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Would you like to increase your companies sales	<ul style="list-style-type: none">• Yes• No
Would you like selling to feel much easier	<ul style="list-style-type: none">• Yes• No
Would your company like to have more repeat customers	<ul style="list-style-type: none">• Yes• No

If you answered 'Yes' to any of these questions –

Then 4C training and workshop is for you

Successful companies become successful only because they acquire the habit of thinking in terms of success.

Dress up your thoughts with 4C sales concepts to communicate effectively with your customers and get trained to never under value your products or service.

4C believes that a lower price does not always generate success; it just means to make more work in fewer margins?

Sales Force Objectives and Strategy.



4C trains and helps in to define a firm specific objectives which

they want to their sales force to achieve, i:e prospecting, targeting, communicating, selling, servicing, information gathering, and allocating. **4C** carefully address issues on sales force design i:e development of sales force objectives, strategy, structure, size and compensation.

Sales Training programmes designed to improve the efficiency of sales team



Today's customers expect sales people to have deep product knowledge, to add ideas to improve the customer's operation and to be efficient and reliable. These demands have required companies to make a much higher investment in sales training. **4C** provides Median training programmes of 3 days to 5 days for industrial-product companies, 1 day to 3 days in

service companies, and 4 days in consumer product companies. Training programme varies with the complexity of the selling task and the type of person recruited into the sales organization. **4C** training programmes provides for several goals, the need to identify with the company, need to know the company products, need to know the customers and competitors characteristics, how to make effective sales presentations, and the need to understand field procedures and responsibilities. Need to achieve targets.

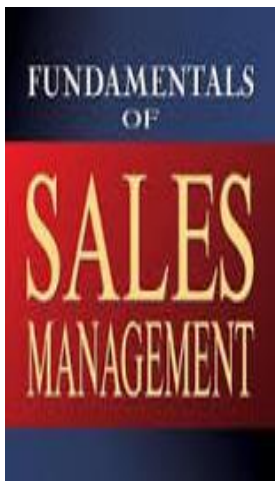
Training for All Employees, Leadership Training & Workshops.



4C inspires and empowers employees through its training, it trains executives, managers, and at all levels to develop key leadership skills and be ready to meet the difficult challenges of today's economy and business

world with its courses and training programmes and workshops. **4C** provides numerous avenues for enhancing the qualities of good leadership and in areas like team building, strategic planning, decision making and more. It teaches valuable insights, proven to work in a "real world" environment and to boost employee performance every day.

Fundamentals of Sales Management and Sales Techniques.



Selling is the vital activity of a company on which the question of very survival rests. Sales leaders and managers frequently talk about: hiring the right people, sales process mapping, sales strategy, sales force deployment and customer coverage, economic drivers of

profit of the customer, sales force effectiveness, and sales compensation. **4C** trains for the entire gamut of activities listed above and some more tasks form fundamental of sales management. It is always up to sales team to take the product to the customers and exchange them for money and good will. The onus lies on the shoulders of the sales manager to strategize the sales process and methods so

as to bring in the maximum possible revenue as well as forge enduring relationships with the customers. **4C** trains on aspects on selling through a team of sales people and optimize their potential. Knowing how to sell is a vital ingredient for marketing success. **4C** provides for, effective sales and negotiation techniques blend talking to the right people and listening hard to find out what they want to deal for mutual benefit.

Steps in effective selling.



4C suggest companies from pursuing an immediate sale to developing a long term customer relationship, demonstrating the suppliers superior capabilities and obtaining a long term commitment.

4C provides detailed knowledge and trains companies on the Major steps in effective selling.

4C conducts training and workshops towards working on the most modern principles of professional selling. This course emphasizes role-playing, sales presentation scripting techniques, public speaking, and professionalism in sales, as well as developing a polished way sales negotiation and relationship marketing. **4C** approaches converts a sales person from passive order taker into an active order getter.



training

Norms of Customer Calls.



4C trains the sales force to be the best, by training them to manage time effectively, on completion of

the training, the sales force, utilise the training tool, which provides for time and duty analysis, which in turn helps to increase their productivity, preparation and planning call strategy and how to utilise the dead time to plan and fill out reports and other matters.

Motivating and Evaluating Sales Representatives.



4C believes that majority of the sales persons requires encouragement, sales force usually work alone, their hours are irregular, and they are often away from home, they confront

aggressive competing sales force of the competitor company and have an inferior status relative to the buyer, they many times lose large orders they have worked hard to obtain. **4C** during its training and workshop sessions galvanises the sales force, the higher the

sales person motivation the greater the effort and with greater effort will lead to greater performance, greater rewards, which will lead to greater satisfaction and which in turn would reinforce motivation. **4C** trains the sales force to work smarter.

Key Account Management



4C trains and conducts workshop on Key account management, How to provide special attention to the major account. Key and large accounts involves collaborative and cross

functional work in a synchronised way, a typical sales person or force might not have the skill, authority or coverage to cater to key account of a large buyer, **4C** helps in selection of major accounts, manage and evaluate them and understand the customer decision making process.

Cost of Lost Customers /

Strategy for the need of Customer Retention.

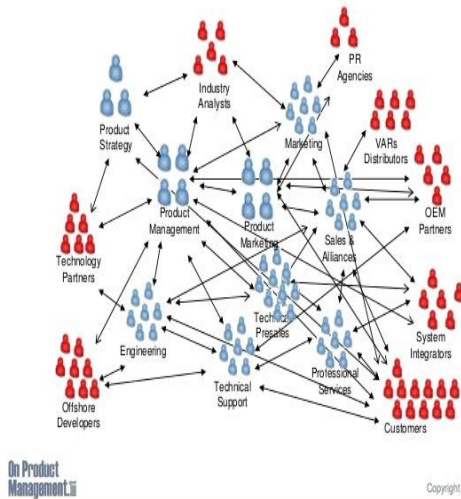


Companies spend a lot of time and money finding and winning new customers, but not a lot of effort into understanding why they lose them. **4C** trains on the understand what is the real cost of losing customers?. Customers who defect are less likely to communicate about why they no longer want to do business. **4C** provides strategy to understand the points of dissatisfaction, and provides for correct action to be taken and changes to be implemented.

Pre Sales Support and Service Strategy

Inter-Team Communication

Each "Team" includes many people and interactions



4C pre-sales support training programme provide a comprehensive and structured approach that support sales staff in planning and conducting more effective sales force, The role of presales support and service falls

right in the middle marrying the customer needs to the (provider) company's services or products. This role is especially crucial in every industry, as because the products and services are often heavily customizable and also because the requirements of different customers are often unique. **4C** trains and conducts workshop on this subject and makes to understand what the customer needs, to ensure that the delivery team or product specialists that follow them provide the intended solution.

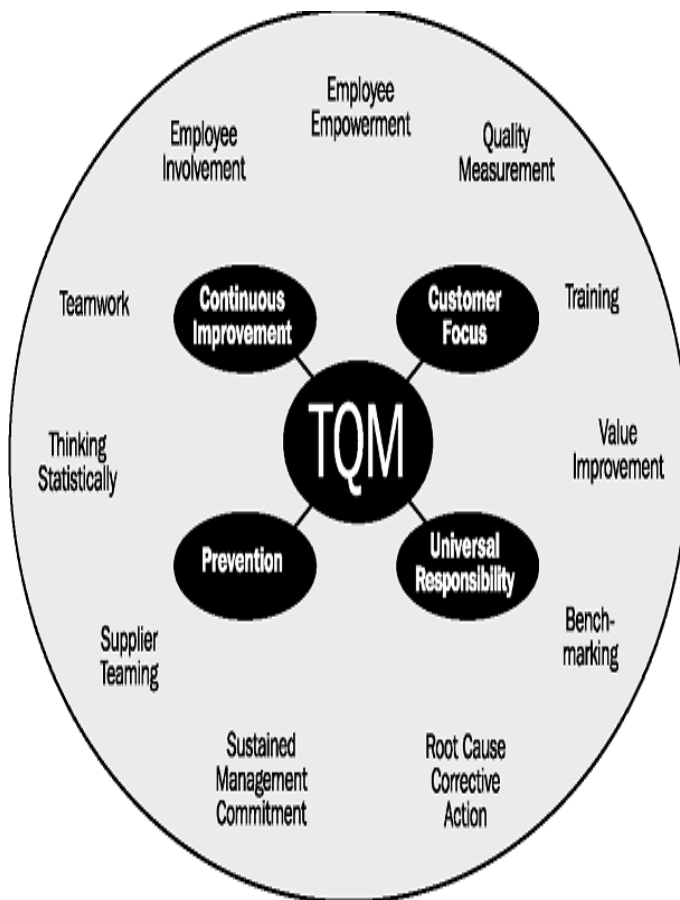
Management and Implementation of Rewards and Recognition programme.



A reward is something that is given in return for some service or attainment. It acts as a stimulus that encourages reoccurrence of the response. Recognition is considered acknowledgement or a special notice or attention. A good reward and recognition system is a “pulling” strategy. **4C** Training and hosting pulls people into it because they see what is being rewarded and recognized, it feels good to be part of both the receiving (and

hopefully the giving) of the rewards and recognition, however

Implementing T.Q.M / Quality Initiative.



4C research indicates that behaviours take about 10 to 20 tries before they are assimilated in a person's normal patterns. In other words, to fully integrate people into this type of culture, both patience and consistency are required of the organization. **4C** helps organization to summon up in the following equation: Right Rewards Right People Right Reasons = Right Results

Total Quality Management is a management approach in a **4C** way for long-term success through customer satisfaction. **4C** TQM services focuses on the development of products and services that **meet the needs and exceed the expectations** of key customer groups.

4C accomplish the task for organizations by creating an integrated "system" that is **process centered**, and which has **total employee involvement** and is **completely customer focused**. **4C** creates a culture thru studying and collecting data that are critical components to the system, clarifying the vision, mission and values and identifying the critical success factors of the organization, **4C** performance based measures provide a gauge for determining how well the organization is meeting objectives.

Measuring Customer Life Time Value.



4C trains and conducts workshops on how Lifetime values are used for a variety of marketing and analytical purposes. Customer lifetime value is normally the average amount a consumer will spend from acquisition through the end of the relationship with a business. The knowledge gained at

4C can be used to better target retention and promotional efforts.

Customer Relation Management (CRM the key)



Good relationships with customers don't drive success - your competitors have those too. Your relationships need to be the best. Productive customer relationships help you get through to key decision makers and find out what's going on. They create

true customer advocates who actively support your offers even when you're not with them. **4C** workshops and training provides the insights and tools that help your teams take your relationships beyond good. And that means internal relationships too.

Forming Strong Customer Bonds.



Building bonds with customers is very important as building bonds help facilitate repeat business, well satisfied customers, and those customers spreading the word and increasing your business. **4C** provides more incites on the subject, its training and workshops works on the concept make the customer feel heard and you

will grow strong customer bonds.

Sales Information Systems / Sales MIS



4C Training and Conducts Workshops, provides for tabulation on how to work on a Total sales management information system

with efficiency, effectiveness, and correct progress analysis and perfect strategy decision notes towards strategic decision making. Gathering and accumulating information, working in details, analysis of products and services, dressing up figures with words and communicating effectively to the management with a formula to how to increase the sales.

It is a thorough workshops conducted by **4C** touching every aspect of the organization and business.

8 Stages of Demand



Demand forecasting is an essential activity in sales and marketing. 4C training and workshops, helps the sales force and other relevant departments to understand the demand for its products in the market, so that the company does not store huge inventories and at the same time, does not under utilise its operation setup. There are various types of demands, and how to foresee them and tackle the challenges for marketers in these various demands, is discussed at 4C.

Estimating Current Demand



Company sales potential is the sales limit approached by company as company marketing effort increases relative to the competitors. Always company sales potential is lesser than the market potential, 4C trains and conducts workshops on practical methods for estimating current demand and providing tools of market build-up. 4C methods eradicate the problems of the firms of selecting the best territories and allocating their marketing budget optimally among these territories.

Estimating Future Demand

Very few products or services led themselves for easy forecasting, in most markets, the total demand and company demand are not stable. Hence good forecasting becomes the key factor in company's success. **4C** trains and conducts workshops on these very difficult and unknown aspects of business, it states that more unstable the demand, the more critical is forecast accuracy, and more elaborate is forecasting procedure. Forecasting is an Art, and it involves methods, test and strategies. Learn at **4C** to know your buyers.



Developing Price Strategies and Programs



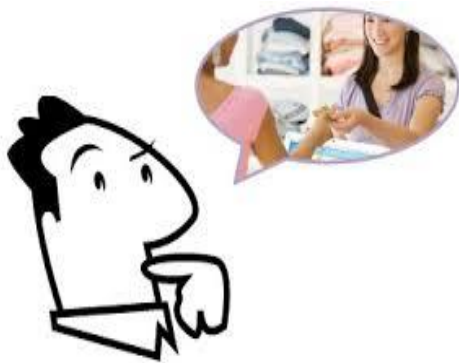
Price is all around us, Price is the one element of Marketing that produces revenue and always the best way of get customers is to constantly figure out how to give them more for less. **4C** trains and conducts workshop for knowing how should a price be set on a product or service for the first time, and how should the price be adapted to meet varying circumstances and opportunities, when should the company initiate the price change and how should it respond to a competitors price change. **4C** lets you know that price is not just a number on a tag or an item; it has many names and many shades.

Training, Motivation, Evaluating Channel Partners / Members



It's mandatory for a company to move its goods to the final customer, but in truth it doesn't happen so, suppliers, distributors and customers, this triangle with its internal angels doesn't always work, **4C** trains and conducts workshops to understand this upstream and downstream network. It takes years to build distribution systems and couple of days to shatter, Today's companies are multiplying the approach to go the market thru channels, partners, and members. It takes much training and motivation to work well together and match the preferred ways of doing business. **4C** training sessions and other capability-building programs helps companies to view its intermediaries in the same way it views its end users.

Buyers buying decision process.



Smart companies will immerse themselves in understanding the buyers buying decision process, markets have to go beyond the various influences on buyers and develop an understanding how consumers actually make their buying decisions. **4C** provides in its workshop session a battery of knowledge, how to derive fresh consumer insights, discovering new points, uncover opportunities, how to make people aware of their need for your product or service and what goes inside the mind of the consumers before making the final decision, mapping the customer, its intentions. As Market increases, so does need for training, Grow your business wisely at **4C** by knowing the secrets of buyers and understanding the nuances of the buyers buying behaviour.

Order to payment Cycle

ORDER TO CASH PROCESS



The Marketing environment is changing at an accelerating rate, so is the need for real time market information is greater than at any time in the past. The shifts from local to national to global marketing from buyers needs to buyer wants, and extended geographical market coverage marketing is becoming a battle based more on information than on sales power. Marketing and Sales Managers rely on internal reports on orders, sales, prices, costs, inventory levels, receivables, payables, and so on. **4C** training and workshops helps them in analysing the information, and spot important opportunities and problems the heart of the internal records system is the order to payment cycle. Today's companies need to perform operations and commercial steps quickly and accurately. **4C** trains, motivates and galvanise entire organization, its distributors, retailers and other intermediaries and get more knowledgeable to pass along the important intelligence.

Major New Trends in Product Support Service.

With the advent of social media, customers have become the voice of the brand. With all communication, professionals need to think of the customer as having a seat at the boardroom table. Whether your focus is marketing, advertising, corporate communications or public relations, any business has to think of what the customers would say about whatever you plan to do. **4C** trains and conducts workshop on the aspect of Client Satisfaction, keeping track and spotting trends, human attitude, **4C** designs customer service as strategy and philosophy as much as it is a major function of your company. It provides knowledge and guidance on how to constantly update and improve your companies and its employees approach towards its customers.



**Do We Really
Know
Whether Our
Customers
Are Happy?**

Successful

Sales force becomes successful only because they acquire the habit of gaining knowledge, keep on learning, and thinking in terms of success.

Apart from the above, **4C** also provides knowledge to sales force on:-

- i. Personnel Selling and Sales Force Management
- ii. Sales and Distribution Management.
- iii. How to lead your Sales force
- iv. Sales management analysis and decision making.
- v. Truth as a ultimate sales tool
- vi. Crisis Management
- vii. Objections Handling
- viii. Thoughts to build on
- ix. Secret of getting whatever you want, you can succeed.
- x. Silent Chant
- xi. The Knotted Rope
- xii. Magic Coin
- xiii. Mental Picture
- xiv. The Power of Intense Belief
- xv. Mastering the power of persuasion
- xvi. Understanding your personality
- xvii. Anger Management and Positive Thinking
- xviii. Conflict resolution, influencing & negotiation skills.
- xix. Team Building
- xx. Time and Stress Management