The Quota® System is unlike any other sales learning experience on the market today. The Quota® System helps organizations develop their sales people into elite sales performers. Meet your Quota® and discover pop leads, a sales tool that will change the way you do business.

Organized by UBT University of Business and Technology and CEC Continuous Education Center in partnership with Leoron PDI

OCTOBER 16-18

JEDDAH, KSA

Time: 8.30 am to 4.30 pm
Location: University of Business & Technology Continuing Education Center
King Road Tower
2701, 27th Floor
Malik Road, Jeddah
Kingdom of Saudi Arabia

Program language: Arabic

Expert consultant: Ashraf Osman

Contact us:
Mobile: 055 074 0067
Email: cec@ubt.edu.sa
Web: cec.ubt.edu.sa
Ashraf Osman

A highly experienced Management Executive with an exceptional track record at defining successful business models, formulating key strategic partner relationships and directing high performing sales teams to exceed challenging revenue objectives. Consistently delivered business growth, with successes realised through promotions and forming successful own business in different countries and industries.

Worked for 20+ years in international companies such as IBM in several countries as well as regional companies in the Middle East. In addition have established and founded companies in several industries such as IT, Construction, and manufacturing.

Certified Quota® sales coach, Delivered numerous Quota® training sessions in Saudi, Egypt, Dubai, Malaysia and Indonesia. Customers were of different lines of business; IT system integrators, construction, security, engineering & architecture, real estate development, manufacturing and distribution.
The Quota® System provides tools/training that cover every aspect of sales development from: sales management coaching; sales conference delivery; reinforcement and follow-up; CRM tracking of sales metrics; and sales training. Quota® has combined a unique blend of over 30 years of research; practical experience and academic instruction to create an outstanding learning experience that, simply put, produces results!

**QUOTA® - The Sales Performance Game**
is a fun, interactive and team-building experience that teaches players about Business-to-Business (B2B) sales cycles and competencies. Each player develops critical sales skills and knowledge while playing the game and having fun! 40 critical competencies are taught over the duration of the game (hours depending on format).

**QUOTA® feedback**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>62%</td>
<td>felt that they gained a better understanding of their teammates</td>
</tr>
<tr>
<td>72%</td>
<td>felt the game provided better tools than other sales training programs</td>
</tr>
<tr>
<td>82%</td>
<td>felt the game exceeded their expectations</td>
</tr>
<tr>
<td>83%</td>
<td>surveyed said the game kept their interest</td>
</tr>
<tr>
<td>92%</td>
<td>had more fun than other training experiences!</td>
</tr>
<tr>
<td>100%</td>
<td>had more fun than other training experiences!</td>
</tr>
</tbody>
</table>

**TYPICAL IMPROVEMENTS are found in:**

- Essential Selling Skills
- Prospecting for New Business
- Presentation Skills
- Forecasting Accuracy
- Selling to Committees
- Competitive Selling Practices
- Major Account Development Practices
- Teamwork and Motivation

**BENEFITS OF ATTENDING**

**BENEFITS FOR YOU:**

1. You are identified as a **highly competent sales manager** who has demonstrated and met the standards for experience, knowledge, attitude and skills set by the CPSA Sales Institute
2. You improve your **career growth** opportunities, advancement, and earning potential
3. Employers know you have **solid selling skills** and the credentials to prove it
4. Customers know that you meet a set of **rigorous standards** for excellence and adhere to a strict Code of Ethics
5. You are committed to **personal career development** and lifelong learning
6. Stay ahead of your competitors in **increasing** your customer portfolio with [pop leads]

**BENEFITS FOR YOUR COMPANY:**

1. Set a **measurable benchmark** within your sales team
2. **Differentiate your sales team** by increasing their credibility
3. **Decrease turnover** by setting a hiring standard for new staff
4. Assist with ongoing training and **career development**
5. **Demonstrate** your commitment to the profession
6. **Boost your sales team productivity** with up to 40%

**PROGRAM TIMINGS**

Registration will begin at 08.00 on Day One.
The program will commence at 08.30 each day and continue until 16.30.
There will be two refreshment breaks and lunch at appropriate intervals.
Program Focus

Adding value that differentiates your product/service from others
Understanding your customer’s value proposition to their target market
Building “Value Maps” using pain relievers and gain creators

The Quota® System
Quota® utilizes a systematic approach to developing Elite Sales Performers

Day 1

SESSION 1
Partnership Selling:
» The Evolution of Selling
The Sales Cycle
» Key Events of the Sales Cycle
» Securing a Next Key Event
» Portfolio Management
Stage 1 – Prospecting
» Building a daily prospecting plan
» Introductory Script

SESSION 2
Stage 1 – Prospecting
» Getting Through ‘Gate Keepers’
» Leaving Messages
» Handling Prospecting Obstacles
Stage 2 – Qualifying:
» Identifying High-Potential Prospects
» Sales Funnels
» B.P.O.U.T. Steps to Qualifying
» Writing Direct Mail
» Writing Target Letters

SESSION 3
Stage 3 – The Initial Meeting: Business development practices
» Meeting your client
» Confidence Builders
» Confidence Breakers
» 6 Steps to a Professional Greeting
» Individual Motivators
» Organization Motivators

SESSION 4
Stage 4 – Needs Analysis:
» Sales Communication Skills
» Features & Benefits
» Probing Techniques
» How to conduct a needs analysis

SESSION 5
Review and Role Play
» In-class custom role play allows the participant to incorporate skills learned into their own selling situation.

SESSION 6
Stage 5 – Product/Service Demo:
» How to prepare a presentation
» The importance of Committee
» Interviewing before presenting

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I.B.O.A.T. presentation format
Preparing a presentation agenda

SESSION 7
Stage 6 – Presenting a Quotation
» How to prepare a quotation
» Review of various quotation models
» 7 Basic Rules for quotation presentation
» Multiple Options vs. Single Quote

SESSION 8
Stage 7 – Securing Influencer Approval
» Use of Triangulation Technique
» Learn how to secure commitment
» Review of 6 Closing Techniques
» Analysis of closing techniques in relation to purchasing motivators

SESSION 9
Stage 8 – Securing Key Decision Maker/Committee Approval
» Review client purchasing criteria
» Use of feature/benefits in KDM
» Selling strategies
» Competitive Selling Strategies
» Analysis of competitor strengths weaknesses
» Competitive probing strategies

SESSION 10
Stage 9 – Getting Purchasing Approval
» 3 Strategies for securing
» Communication Process at stage 9
» Negotiating Skills Review

SESSION 11
Stage 10 – Product/Service Delivery – Receipt of Payment
» Post-sale service checklist
» Client appreciation tools
» Review of Stages 1-10

Days 2 & 3
SESSION 12
Role Play
» In-class custom role play allows the participant to incorporate skills learned into their own selling situation.

SESSION 13
Business Modeling
» In-class custom business modeling exercise allows the participant to define a real life business model and identify where to add by offering their products and services to customers

SESSION 14
NPV, ROI and Payback Period
» In-class custom exercise allows the participant to understand the basics of cash management, how to calculate an ROI of any project and devise effective payment plan of their products and services.

SESSION 15
Account Management skills
» Sales performance measurement; what to measure? How to improve?
» Tying time management to efficient selling.
» Does customer satisfaction count? Why?
» Why should you care about your customer strategic concerns?
» Competition analysis, a practical view (know your strength, assess your competitor’s)
» Dissecting your customer organization relationship map.
» Do you want to be the best? Or be unique?
» Insight on: Imitation vs innovation, focus on market share vs profit
» SWOT analysis
» Building an account plan (hands on)

TESTIMONIALS

I found the session extremely useful very interactive and fun...After one month I can already see significant changes in the way my sales people conduct business!

MR. LEN BOSGOED
Corporate Vice President, Kruger Products Ltd.

I have been able to implement the practices (Quota® COACH™) with the sales force across Canada and I believe it is a big reason why we are prospering during this recessionary time. We have been able to increase our sales by 30% YTD and we are currently the best performing division globally.

MR. FRANK MALTA
National Sales Manager, Handicare Canada

<table>
<thead>
<tr>
<th>Delivery Type</th>
<th>Group Live</th>
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</thead>
<tbody>
<tr>
<td>Pre-requisites</td>
<td>None</td>
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<tr>
<td>Level</td>
<td>Advanced Training</td>
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</table>

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A tool that generates leads in 1 click
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