

Rethinking the Sales Force: Redefining Selling

- How should you manage your sales force in the post-pandemic business environment?
- What new priorities and focus areas should your sales team embrace to remain competitive?
- Are you ready to shift from simply communicating value to creating value that truly resonates with customers?

Introduction

The role of the sales force has changed dramatically in today's business landscape. In the past, sales teams could survive by communicating the value created by others, but with commoditisation, intensifying competition, and declining sales figures, that approach is no longer enough. Customers now expect sales professionals to be problem-solvers and value creators, not just messengers. To thrive, sales teams must adopt a new mindset—one that focuses on understanding customer needs at a deeper level, delivering insights, and co-creating solutions that add measurable impact. This program equips participants with the strategies to rethink and redefine selling in the post-pandemic era. By mastering these skills, sales professionals will learn to position themselves as trusted partners, align their efforts with customer priorities, and drive sustainable growth for their organisations.

Program Objectives

This program helps sales forces

- To rethink and retool their selling strategies by introducing innovative, proven elements for winning in the new marketplace.
- To understand how successful sales forces can break away from traditional thinking and
- To transform into powerful units with multiple sales approaches and models that meet the demand of today's sophisticated customers.

Learning Outcomes

After completing this program, the participants should be able to:

- Apply innovation in creating a winning marketing strategy
- Create an actionable plan with emerging selling models
- Apply technology to increase values for customers

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Business developers, marketing personnel, senior management, and anyone who would upgrade their marketing strategy.

Program Outline

| Day One | |
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| Time | Topics |
| 9:00am – 10:30am | From Communicating Values to Creating Values This module brings participants to understand the sales force, the method to communicate value to customers, the types of customers, segmenting the sales effort by value and methodology to match the customer's investment. |
| 10:30am – 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | Purchase Decision: The New Paradigm The participants would understand the dilemma of consumer purchase behaviour, the new realities shaping the buying environment, how the consumers' idea of value change and changes of business buying behaviour, especially post-pandemic. |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | New Buying Reality: The Three Emerging Selling Modes This module looks at the value creation in buying process, the three emerging selling modes, value creation opportunity. The participants would learn the relationship of selling, the changing of trust in purchasing environment and mapping of selling strategy and buying strategy. |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | From Hat Happy to Lean and Mean Participants would learn how to handle when there is no value to |

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| | create in the selling process. The other topics include the transactional sales needn't be small, commoditisation and the pace of change, transactional buying pressure and surviving the transactional sale. |
| Day Two | |
| Time | Topics |
| 9:00am – 10:30am | From Rock Stars to Institutional Values The participants would relook the consumer behaviour before and after the pandemic. The participants would learn the three pillars of consultative selling, including the model and the tools. |
| 10:30am – 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | From Large Sales to Deep Relationship It is about survival yet expansion as the new marketing strategy. The participants would learn the enterprise relationship, enterprise offering, equality in the relationship, the value creation and how to make the enterprise relationship work to serve the market. |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | Light in the Dark Tunnel In this module, the participant would apply the technics how handling enterprise, transactional and consultative sales. The participants would learn the methodology to break down the sales and marketing silos and review the consultative sales, especially the post-pandemic business environment. |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | Changing the Sales Force The participants would be given the metrics for enterprise, transactional and consultative sales to learn how to improve their productivity. |