

Business Acumen and Customer Analysis

- Are you having difficulties identifying customer patterns and behaviours that drive buying decisions?
- Do you want to develop an entrepreneurial mindset that helps you respond to customer needs and market shifts?
- Would you like to master the salesman's approach to succeed in both B2B and B2C markets?

Introduction

Business acumen is more than just business knowledge—it is the ability to connect insights, interpret data, and make sound decisions that drive profitable outcomes. It requires an in-depth understanding of the many factors that influence a company's success and the skill to navigate them with clarity. Equally important is customer analysis, which enables businesses to recognise buying patterns, segment markets effectively, and predict future trends. This program combines both, equipping participants with the tools to strengthen their decision-making, analyse markets with confidence, and align their actions with organisational goals. By exploring market segmentation, predictive analytics, and customer feedback, participants will learn how to think like entrepreneurs while applying practical strategies to enhance customer focus. Whether in business-to-business or business-to-consumer settings, this program helps participants sharpen their acumen and apply customer insights to build sustainable growth.

Program Objectives

This program aims to:

- Provide knowledge on conducting customer analysis
- Help participants to conduct customers prospecting
- Boost the B2B and B2C business
- Nurture service orientation mindset

Learning Outcomes

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

- Understand various customer pattern
- Have the knowledge to identify potential customer
- Apply salesman approach in B2B and B2C business environment
- Nurture attitude and behaviour to create responsive feedback towards the customer and the market.

Methodology

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

Who Should Attend?

Supervisor, team lead, managers, senior management and anyone, needs to deal with strategic planning and execution of strategic planning, anyone who needs to handle customers at the workplace.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	Naked Customers: Understand Nature Customers In this module, the participants would learn how to conduct customers analysis. Nature and customer characteristics such as business to business (B2B) and business to consumer (B2C) would be shared. The participants would also understand the consumer purchase decision for both B2B and B2C to create strategic sales planning.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Mastering Customer Patterns: Customer Segmentation This module provides the in-depth practical to understand the concept of market segmentation. The participants are trained with techniques to choose the suitable market segments. Then, the participants would learn the matrices method to map the customers to obtain the customer profiling to get the customer patterns.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Secret of Reaching the Customers In this module, the participants would be exposed to reaching out to customers that includes prospecting, pre-approach, approach, presentation, overcoming objection, closing, and follow-up. Participants would look into the different approach of B2B and B2C in this module.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Prospecting as the Key of Reaching Customers From the market segmentation, the participants would start to plan a strategy, to begin with, prospecting. The participants would learn how to apply a management information system to manage the customer database that segmented in the previous module. With the

	unified database, the participants would be exposed to the strategy of prospecting. From the process, the participants will know to identify potential customer
Day Two	
Time	Topics
9:00am – 10:30am	<p>Managing Sales Communication Effectively</p> <p>In this module, the participants would be exposed to the salesman approach. The participants would learn the different type of marketing channels for each customer. From there, the participants would need to prepare the tools for approaching the customers.</p>
10:30am– 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Attitudes and Behaviour Handling Feedback</p> <p>In this module, the participants would learn how to analyse the type and the nature of feedback. The participants are reminded that the input is for the organisation but not personal capacity. Hence, the participants are trained to analyse the feedback and set the right mindset before replying to the feedback.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Handling Feedback Positively</p> <p>In this module, participants would learn how to reply to feedback to change negative feedback positively. Various cognitive and behavioural strategies will be shared with the participants on how to handle feedback.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>We Serve You Better</p> <p>In this module, participants would need to learn their role as “Khalifa” to help the customers. They mentally and physically must be ready to give the best to the customers. They would be exposed to provide ultimate customer satisfaction to maintain good feedback and reputation.</p>