

## **Avanz's Blended Sales Training – Uniquely built for Asia**

Kannan Chettiar, Managing Director of Avanz, has more than 23 years of Corporate Sales experiences in Asia. Though he has mainly worked in Western MNCs, he has in-depth selling experiences in every part of Asia covering most countries. Thence he strongly believes buyer behavior in Asia is drastically different from the US or Europe and in fact even within Asia, varies from country to country. This calls for a primary need for a sales training which borrows concepts and frameworks from Western models but is contextualized, customized and localized for Asia.



In addition to being a Thought Leader who delivers speeches globally, Kannan is also an International Trainer who has trained several global organizations (including SIA, Total Oil, Mercer, Rehau, Roche, TUV SUD, HP, HPE, Singapore government subsidized WSQ courses) in Leadership and People Management, Problem Solving and Decision Making, Persuasive Communication and Presentation and other corporate survivor skills.

UK's Better Business Focus has published Kannan's article on *Future-oriented Sales Training* (<https://www.avanz.com/press-release/future-oriented-sales-training-uk-publication/>) among other articles.

SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

 +65-97520025

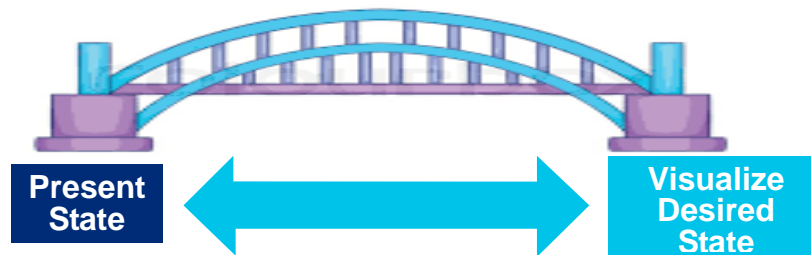
**DID:** +65-68095398

 [consult@avanz.com](mailto:consult@avanz.com)



## What's so unique about Avanz Corporate Sales Training

Corporate Sales has various dimensions – Inside sales / Tele-sales, Business Development, Account Management, Channel Sales and Marketing including Digital Marketing.



Avanz adopts a **consulting approach** to understand your current state in terms of pain points and challenges and then map out a “**bridge to address the gap**” to attain the desired vision. We will work with you on a continued basis to help your sales hit the performance objectives.

Now let's look at the details of the Avanz Sales Training Program.

SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

 +65-97520025

**DID:** +65-68095398

 [consult@avanz.com](mailto:consult@avanz.com)

## Blended approach to Sales Training

This program is available in both off-the-shelf format or customized format to suit your organizational context.

### Stage 1: Predictive Assessments

The learners will undertake an online Assessment to understand their skills and competency gaps so that you will have complete insight into their strengths, weaknesses and the best sales-fit roles for them. Based on the Insights Report of all the Salespeople, the Training program can be purpose-built to address the real needs of the team.

Please refer to <https://www.avvanz.com/predictive-assessments/> where Avvanz/Select International partnership offers you a diverse range of assessments.

**Select SalesPro®**  
Score Summary Report

Name: SP1A1010, TestScript ID: Tsv1c10045SP1A1010, Test Date: June 24, 2013, Position: SalesPro HTML Test

SALES COMPETENCIES	1	2	3	4	5	6	7	8	9	10	Weighted
Driven to Win	1	2	3	4	5	6	7	8	9	10	10
Adapts to Sales Situations	1	2	3	4	5	6	7	8	9	10	10
Reads People	1	2	3	4	5	6	7	8	9	10	10
Outgoing	1	2	3	4	5	6	7	8	9	10	10
Takes Accountability for Results	1	2	3	4	5	6	7	8	9	10	10
Manages Time	1	2	3	4	5	6	7	8	9	10	10
Interprets Sales Information	1	2	3	4	5	6	7	8	9	10	10

**SALES STYLE**

**HF-1A-S**  
Individuals with a Hunter/Farmer Balance: Intuitive/Analytical/Balanced/Solution sales style tend to be adaptive and flexible people who prefer to sell custom-tailored products. It is expected that these salespeople would best fit in an organization specializing in consulting services with a long sales cycle. While these individuals tend to be malleable and adapt to most sales situations, they could become disengaged in an organization specializing in off-the-shelf products.

**HUNTER**  
builds pipeline, aggressive, finds leads

**FARMER**  
grows business, builds relationships, consultative

**INTUITIVE**  
relies on instincts, makes quick decisions

**ANALYTICAL**  
data driven, systematic alternatives, methodical

**PRODUCT**  
features & benefits, shorter sales cycle, tangibles

**SOLUTION**  
matches needs to solutions, longer sales cycle, concepts/services

**SALES DRIVERS**

Motivated by:

Achievement	19%
Affiliation	17%
Money	40%
Power	5%
Recognition	15%

Individuals with this pattern of motivators are likely to:

- Be a good fit for commission based pay with unlimited earning potential
- Be much more concerned about financial status versus position status
- Be much more driven to achieve goals tied to monetary rewards versus recognition and awards
- Be very financially competitive and are not satisfied unless they know they are earning more money than their peers
- Make career moves based on the opportunity to increase pay

Copyright © 2013 Select International

CANDIDATE NAME: SP1A1010, TestScript

Page 2

**PROFILE RECOMMENDATIONS**

The positions listed below represent five major types of sales positions that we identified in our research. The title of the positions below may not exactly match any of the titles in your organization. Please read through the description of the positions and determine which is closest to the position or positions against which you are interested in profiling this individual. The recommendations below should be used in conjunction with your knowledge of the positions in question and any other information you have about the candidate's skills and experience to make an accurate and fair decision.

Type of Sales Position	SR	R	RWR	NR
<b>Transactional Sales</b> - Sales positions that sell to consumers via phone or face-to-face. The typical transactional salesperson is dealing with new customers, short sales cycles, and straightforward products.	✓			
<b>Inside Sales</b> - Business-to-business sales positions that focus primarily on qualifying leads and finding new business. The typical inside salesperson conducts business via telephone and hands off the customer to an Account Manager.	✓			
<b>Field Sales</b> - Business-to-business sales or consumer sales positions that often split their time between finding new business and expanding current accounts. Field salespeople tend to conduct business face-to-face and are typically selling simple and straightforward products or solutions.	✓			
<b>Consultative Account Manager</b> - Business-to-business sales positions that identify new business but primarily focus on expanding current accounts. Consultative Account Managers tend to build longterm relationships and sell customizable and/or complex solutions with longer sales cycles.	✓			
<b>Technical Account Manager</b> - Business-to-business sales positions that focus primarily on expanding current accounts. Technical Account Managers are required to have certain technical expertise. They tend to sell complex products or solutions.	✓			

Copyright © 2013 Select International

SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

+65-97520025

DID: +65-68095398

consult@avvanz.com

## Stage 2: Mobile-based micro-learning - 9 Stages in Selling Process

This is a series of 9 bite-sized programs that can be accessed either by smart phone or desktop. The total duration is about 3 hours.

### Basic Sales Skills

1. Pre-Call Planning



2. Building Rapport



3. Opening/ Introductions



4. Questioning Skills



5. Active Listening



6. Overcoming Objections



7. Negotiating



8. Closing the Sale



Sales today is no longer a single function. It is an end-to-end process that requires all functions across the organization working harmoniously to meet customer needs → Cultural transformation is required. <sup>4</sup>

### Stage 3: Sales 101 (2 Days)

- ✓ Nuts and Bolts of Selling incl Steps of selling process
- ✓ Understanding buyer (incl Stakeholders) + Communication styles
- ✓ SPICES and SPIN – The Asian context
- ✓ Presentation and Communication with Conviction and Persuasion
- ✓ Leading to WIN the deal with Win:Win for both parties (Closing Techniques)
- ✓ Time and Priorities management

SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

+65-97520025

DID: +65-68095398

consult@avanz.com

## Stage 4: Application of Stage 3 + 1:1 or Group Coaching



### Stage 5: Intermediate (2 Days)

- ✓ Understand competitive landscape → Competitive differentiators → Unique Selling propositions.
- ✓ Market segmentation and Segment Strategy
- ✓ Create a need vs Identify the need – Challenge-oriented and Insights-led approach
- ✓ Selling vs Negotiation + Advanced Negotiation techniques for complex deals
- ✓ Account Management

## Stage 6: Application of Stage 5 + 1:1 or Group Coaching to surpass sales goals



SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

+65-97520025

DID: +65-68095398

consult@avanz.com



## **Additional Stages and Programs**

Sales Management including Territory management, Pipeline management, Numbers forecasting, Coaching to high performance, Blue-ocean strategy and Value-selling to drive profitable growth.


Global Account Management

Management 101 for First-Time Managers

For a non-obligatory consultation to speak about your sales challenges, drop us a note at [consult@avvanz.com](mailto:consult@avvanz.com).

SCREEN • ONBOARD • DEVELOP

3 Phillip Street, Royal Group Building, Level 19, Singapore 048693

 +65-97520025

**DID:** +65-68095398

 [consult@avvanz.com](mailto:consult@avvanz.com)