



The Key to Major Sales
Two-day Workshop
<http://imia.edu.au/kms>



Equip your sales team with the skills to identify and exploit immediate innovative major sales opportunities.



International Marketing
Institute of Australia



This workshop presents approaches and tools to identify major sales opportunities and design effective responses that secure maximum sales value in increasingly competitive and complex markets.

“If the offer is innovative, relevant and not available elsewhere, it will sell itself”

Courses abound that deal with presenting, closing the deal and relationship management. This course focuses on the most important step in any sales function: **identifying and designing innovative major sales opportunities.**

Understanding the broader client and stakeholder context affecting current and emerging client requirements by undertaking strategic sales arena analysis and using this understanding to design major sales offers is the key to winning major sales.

Our approach to building the ability to succeed is based on establishing reflective learning partnerships (see below), an approach that is applied to each segment of the program:

- Typical gaps between what actually happens and what ideally needs to happen in each of the major account areas are outlined and jointly agreed;
- Action to reduce the gap between the real and the ideal is specified and developed;
- Each participant reflects upon and notes relevant action possibilities related to their environment.

Who should attend?

- ✓ Account Directors
- ✓ Account Managers
- ✓ Those wanting to move into major sales roles

Enrolment and Fees

Registration fees are **\$1,485** for both days.

Melbourne: 5-6 June

101 Collins Street

Sydney: 19-20 June

88 Phillip Street

Brisbane: 3-4 July

71 Eagle Street

To register, please visit <https://imia.edu.au/KMS>.

For more information, please email frontdesk@imia.edu.au.

This workshop can also be customised or delivered in-house. Please contact us for further details.



Day 1 – Understanding the Client’s Needs

- How major sales opportunities have been evolving
- What you need to know about a major client and what questions you need to ask to understand client perceptions, needs and expectations
- Identifying and understanding the expectations of key stakeholders
- Strategic sales arena analysis to identify and track emerging major sales bundling opportunities
- Exploring how client needs might evolve.

Day 2 – Designing an Innovative Client Offer

- Innovative approaches to structuring major sales offer bundling initiatives
- Identifying and assessing potential bundling partners
- Designing seamless client support across the organisation
- Assessing the relative competitiveness of the proposed bundled offer
- Establishing stakeholder relationship networks to provide early warning of offer design issues
- Offer design planning pitfalls.



Ramzi Fayed

Ramzi draws on several decades of experience in establishing, leading and enhancing major sales structures and processes in organisations such as News Ltd, Air New Zealand, ANZ Bank, Westpac Bank, Qantas, National Australia Bank, AMP, HP, Lend Lease, Telecom Australia and the UK motor vehicle component distribution industry.

Ramzi leads the International Marketing Institute of Australia and is the CEO of the Australian Graduate School of Leadership. He has been a keynote speaker at over 100 national and international conferences, has a wide variety of publications to his credit and has designed and facilitated major account and leadership development programs in collaboration with government departments, business schools and professional institutes in Australia, Hong Kong, New Zealand, UK, USA, Singapore, Thailand and Switzerland.

Ramzi holds a BSc (Physics), MSc and PhD in Management Science from Manchester University in the UK. His professional affiliations include FAIM and FAICD (Foundation Member). For several years, he headed the School of Marketing at the University of New South Wales. He is an Honorary Professorial Associate and an Adjunct Professor at Charles Sturt University. He is the current Chairman of the Advisory Board for the Save Sight Institute, a research institute in the Medical Faculty of the University of Sydney.



The International Marketing Institute of Australia (IMIA) was established by 5 major Australian organisations (CSR, Amatil, ICI, APM and the Bank of New South Wales) to cater for the educational needs of experienced, highly mobile and geographically dispersed sales and marketing managers moving towards leadership roles. In 1990, IMIA became an independent executive development and postgraduate centre for strategic business studies. IMIA is recognised as a pioneer in executive development and leader in the application of systems thinking to sales, marketing and leadership development. IMIA was the first to launch, in collaboration with Charles Sturt University, a Master of Strategic Marketing and was one of the first in the world to launch postgraduate leadership degrees specialising in leadership: the Master of Business Leadership and Doctorate of Business Leadership.

For more information:

International Marketing Institute of Australia
31/88 Phillip Street, Sydney NSW 2000, Australia
Phone: + 61 2 9233 4200 Fax: +61 2 8211 0637
Email: frontdesk@imia.edu.au

To register online:

<http://imia.edu.au/kms>



<http://imia.edu.au>