

## VINS™ Pros – effective sales methods & skills

### Briefing

**VINS™ (Value-Integrated Selling) Pros** is a client-proven training program for salespeople and management. It has been used by many clients. In addition, **VINS™ Pros** knowledge has become “Selling Behavior”, a nationally-sanctioned university textbook by the Ministry of Education of P.R. China, and has been published by Elsevier for English-speaking readers worldwide in the book of “Exchange Behavior in Selling and Sales Management”.

**VINS™ Pros** equips salespeople and management with needed working concepts, empowering them to perform their tasks effectively. With the working handles and tools incorporated in this program, the sales reps and management can learn how to establish a clear perspective in their sales and management activities, and how to address effectively the specific customer value needed for successful sales. The unique features of this program are captured below:

- A framework to describe the dynamics of purchasing processes;
- An analytical approach to the personal elements in selling;
- A much needed insight into the personal interactions between buyers and sellers, both the implicit and explicit;
- A new and unique structure which integrates customer’s psychographic data mining in sales context.

### Benefits

With **VINS™ Pros**, you will benefit from

1. A roadmap of 8 building blocks for planning, executing and managing sales activities;
2. Methods and skills to
  - ◆ Build network for sales opportunities
  - ◆ Rollout the CAP (Customized Action Plan)
  - ◆ Deal with competition
  - ◆ Win sales with value-integrated offers
3. A concise language to communicate sales issues within sales company.

### Beneficiaries

Sales and Marketing Directors, Account Managers, Sales Reps, Sales Engineers and other sales-related supportive staff such as customer service staff etc.

### Instructor

Experts who have years of experience with world-class multinationals in sales & marketing management

**Program Length** 2 working days or customer-tailored