

VALUABLE IMPACT :

- Increase Sales Performance and expand Customer Base
- Increase success rate of every sales call
- Create a totally new customer and opportunity in the classroom
- “Technology Assisted Workshop” with concept “INSTANTLY Get the Feel, the Skill & the Result”

GET FREE BONUS

- 1 CD-ROM of Database Software containing contact informations of over 40,000 companies in Indonesia
- 1 x Software Installation “TELEQUEST ACCOUNT MANAGEMENT SYSTEM” (Terms & Conditions applied)



“SALES INTELLIGENT”

*Applying Excellent Teleselling Techniques
For Penetrating New Accounts
& Expanding Customer Base*

**2-Day Workshop on March 17 – 18, 2009
At Hotel Four Seasons Jakarta**

BACKGROUND

In B2B (Business-to-Business) environment, the capability for developing new customers / account or expanding the client base can make a critical difference to business success. “Sales Intelligent” is a process of collecting information about, investigating the right contact and decision making circle of influence, and building relationship in the attempt of penetrating a new target account /customer. This process requires excellent teleselling skill combined with some intelligent tactics resulting in a success of stepping through inside the target account. By mastering this skill, prospecting will become an easy and enjoyable job, and thus enter a new perspective whereby prospecting will never lack of database source since you have the ability to prospect anywhere, anytime, any company you wish, to any one with confident and without delay. This workshop is designed to bring participants experiencing a real field situation supported by appropriate technology, enriched with street smart tips and prepare them to be ready in the field after the workshop.

WORKSHOP OBJECTIVES

- Learn the right strategy before entering a new target account.
- Learn the powerful & creative tactics for collecting important information and investigating the right decision making circle.
- Learn and practice to gain acceptance and equal position as an advisor rather than a salesman
- Maximize the minimum data into a more valuable information
- Increase success rate for making appointment with right person
- Sharpen the skill to build new relationship over the phone
- Increase the number of sales opportunities and new customer
- Create the Account Plan and Penetration Strategy
- Build the confident & spirit for unlimited prospecting efforts

OUTPUT

Participants work to develop a real account plan containing account profile, decision making circle and strategy, and appointment with new prospect.

WHO SHOULD ATTEND ?

This workshop is aimed at business professionals from all level in B2B(Business-to-Business) environment whose job & position is required to develop new customers / accounts such as: Account Manager, Account Officer, Sales Executive, Marketing Executive, Business Development Manager, Sales Manager etc or anyone who wishes to use this skill for their success in career and business

WORKSHOP CONDUCTED IN BAHASA INDONESIA

PROGRAM

DAY 1 -- 08.30 AM - 17.00 PM

SESSION 1 - PREPARATION

- How important is “Sales Intelligent” for your sales performance
- Target selection and creating account penetration plan
- EXERCISE - Using Account Management Tools
- Developing information about your target account
- Intelligent Probing Techniques + ROLEPLAY
- Collecting Information from internal & external sources + GROUP DISCUSSION
- Investigating by phone – PHONE EXERCISE
- LIVE EXERCISE BY PHONE + DATABASE

SESSION 2 – TELESELLING TECHNIQUES 1

- Anatomy of Cold Calling
- Setting your image by voice – EXERCISE + PLAYBACK RECORDING
- Various Opening Styles + SCRIPTING
- Softening "Statement of Intention" with 'Non-Salesy' Style
- Profiling your contact person
- Get your conversation "matched and connected" instantly
- INDIVIDUAL EXERCISE – Doing Cold Call

DAY 2 -- 08.30 AM - 17.00 PM

SESSION 3 – TELESELLING TECHNIQUES 2

- Dealing with Resistance – SCRIPTING THE HANDLING POSSIBILITIES
 - Progressing Stage :
 - Develop your conversation & build your relationship
 - Create Interest by Selling Words
 - Techniques PQWC & Soft Selling
 - Follow Up Strategy – EXERCISE Creating Creative Reasons for Follow Up Call.
 - Closing
 - Getting a commitment for further action
- EXERCISE – EXPERIMENTING THE STREET SMART TIPS & TECHNIQUES

SESSION 4 – COMPLETING YOUR PLAN

- Consolidating info to create Account Profile
- Completing the Account Penetration Plan
- CASE STUDIES – Winning a Major Account
- EXERCISE BY PHONE – Getting a Real Appointment

SESSION 5 – ACHIEVING SUCCESS

- Motivating yourself for success
- ONE WEEK CHALLENGE – A Personal Plan for Success
- END OF WORKSHOP

INSTRUCTOR

Ir. Martono Lukmantara. – a Real Teleselling Practitioner & Consultant

Martono is the Managing Partner of TELEQUEST CONSULTRAIN. He spent his entire career consistently in the area of Sales & Marketing before establishing TELEQUEST CONSULTRAIN in 2003. He started his professional career since 1989 and experienced the job in Local & Multinational Corporations such as: ASTRAGRAPHIA Digital Equipment Corporation Division (Now Hewlett Packard&SCSAG-IT), WATSON WYATT, IMPAC&ACER Indonesia occupying position from Sales Executive, Account Manager, Business Development Manager, Regional VP of Sales, and Marketing Communication Manager. He has been practicing his Teleselling Ability for about 15 years and continuing until now to support his own business.

REGISTRATION FORM

**Workshop "Sales Intelligent"
17 – 18 March 2009**

TELEQUEST CONSULTRAIN

**Please fax this form
to 021-5274148 or E-mail
attn : Sari**

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Website : www.tlquest.com

PARTICIPANT

Participant 1	Position
Participant 2	Position
Participant 3	Position
Company Name	Line of Business
Address	
Telephone	Fax
E-mail	Mobile / HP

Date & Signature

NOTES :

Day/date : **Tuesday – Wednesday /17-18 March 2009**
Time : 08.30 – 17.00
Venue : **Hotel Four Seasons Jakarta (The Regent)**
Boardroom – 2nd Level
Jl. HR Rasuna Said
Jakarta 12920 – INDONESIA
Investment : **Rp 3.500.000,- / Participant**
including 2 x coffee breaks, lunch, handouts
1 x CD-ROM Database & certificate.
Class Size : **maximum 15 participants (limited)**
Payment : Settlement no later than **2 days** before event
Payment by Bank Transfer to the following account
BANK PERMATA – KCU ATRIUM SETIABUDI
A/C No : 4000875738
Account Name : CV TELEQUEST CONSULTRAIN

DISCOUNT 10% for 2 or more participants from the same company



VISIT US AT www.tlquest.com



ABOUT TELEQUEST CONSULTRAIN

Telequest Consultrain is a training & consulting firm specializing in the area of sales and telesales skill development to equip business players with verbal communication ability required in performing their job.

Telequest provides a specific request for in-house training in these categories :

TACTICAL SALES SKILL

- | | | |
|-------------------------------|---|--|
| (-) AIDDA Awareness for Sales | (-) Fundamental of Sales Excellence | (-) Advanced PowerPoint for Sales Presentation |
| (-) Managing Leads Tracking | (-) Planning & Strategizing Sales Follow Up | (-) Negotiation, Objection Handling & Closing |
| (-) Sales Presentation Skill | (-) Mapping Customer Profile & Handling Strategy Techniques | |
| (-) Sales Proposal Writing | (-) PowerPoint for Sales Presentation | (-) Sales Time Management |

STRATEGIC SALES SKILL

- (-) AIDDA for Sales Road Map
- (-) Managing Teleselling Program
- (-) Consultative Selling Skill
- (-) High Level Selling
- (-) Selling to Major Account
- (-) Strategic Selling
- (-) Sales Intelligent
- (-) Account Management

TELESELLING SKILL

- (-) Telemarketing Skill for Credit Card
- (-) Telemarketing Skill for B2B
- (-) Cold Calling Techniques
- (-) Managing Teleselling Activities
- (-) Developing Teleselling Tracking System
- (-) Quality Voice Production

MOTIVATION BUILDING

- (-) Achievement Motivation
- (-) Fun and Grow Together
- (-) Building Sales Culture within Organisation

Telequest Consultrain training partners are well-experienced trainers and highly competent in their field. Back up by their long years of experience working up to managerial or director level in uppermost corporation in Indonesia.

Since establishment in early 2003 we have handled numerous training projects in major corporations such as: Aetra Air Jakarta, Anta Express Tours & Travel Services Tbk, Asuransi Dayin Mitra Tbk, Asuransi Tokio Marine Indonesia, PT. Bakrie Telecom Tbk, Bank Internasional Indonesia Tbk, Bank Mega Tbk, Bank Negara Indonesia (Persero) Tbk, Bank Niaga Tbk, Bank Permata Tbk, BFI Finance Indonesia Tbk, Bogor Nirwana Residence, Chubb Safes Indonesia, Ciputra Development Tbk, GE Money Indonesia, IBS Insurance Broking Service, Indolok Bakti Utama, INDOSAT Tbk, John Crane Indonesia, Newmont Nusa Tenggara, SAP Indonesia, VAYATOUR, INDOMILK.

For further information please contact us at :

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