



MASTERING THE ART OF SALES

HCM : 11-12/12/2025
HN : 15-16/12/2025

- ✓ How to identify and obtain potential clients in order to increase market share?
- ✓ How to make a great first impression with clients?
- ✓ How to clearly identify and understand client needs, then turn your solutions and products become the optimal choice for clients?
- ✓ How to maintain customer loyalty?



OBJECTIVES

- Have a professional sales mindset & a positive sales attitude
- Understand the types of clients as well as their expectations and feelings towards your products and services
- Develop the ability to identify, approach and build relationships with clients
- Master the B2B sales process effectively
- Be able to maintain relationships with clients after the sale



TARGET

- ✓ Staff
- Middle Manager
- ✓ First-line Manager
- Top Manager

2-DAY TRAINING

(for B2B sales of industrial products and services)

Don't **SELL**, let clients **BUY**

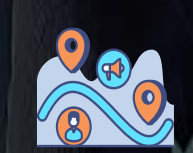
- Part 1: Overview of Sales**
- New perspectives on Sales: Create value and benefits for clients
 - Sales positioning ~ Overcome sales obstacles
 - Keys to success in sales
 - 3 roles of a salesperson
 - 3 essential factors for a successful salesperson
- Part 2: Techniques for finding and approaching potential clients**
- Process of identifying and targeting clients
 - Develop a client-approaching strategy
 - Skills for making appointments
 - Make a strong first impression with clients
- Part 3: Techniques for identifying and stimulating client's needs**
- Recognize client's motivations for decision-making
 - Understand client's purchasing principles and processes
 - Questioning and listening skills to address client's needs
 - Understand underlying needs beyond explicitly stated requirements
- Part 4: Sales presentation techniques**
- Use DISC to identify customer personality for a persuasive presentation
 - FAB Formula – Product Presentation Technique
 - Determine the right time to offer solutions
 - Present solutions that meets customer needs
- Part 5: Successful Sales closing skills**
- Understand barriers in sales-closing
 - Sales-closing process and techniques
- Part 6: Client's rejection handling skills**
- View rejection as opportunities
 - Understand the reasons behind client rejections
 - Rejection-handling process
- Part 7: Relationship building and customer care after sales**
- Analyze relationships for opportunities
 - Connect with and build intimacy with clients
 - Create value for clients through ongoing relationships
- Part 8: Action Plan**
- ※ The above content is subject to change without prior notices



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In charge Ms. Loan Anh (English, Vietnamese)
Mr. Nagayoshi Tasuku (Japanese)



TRAINING TIME & VENUE

Ho Chi Minh 11 - 12/12/2025 (Thu – Fri)
Time: 8:30 ~ 16:30
Venue: T floor, Nam Giao Bldg 1,
261-263 Phan Xich Long, Cau Kieu Ward

Ha Noi 15 - 16/12/2025 (Mon - Tue)
Time: 8:30 ~ 16:30
Venue: 12F, Indochina Plaza Tower,
241 Xuan Thuy, Cau Giay Ward



TRAINER

Mr. L. D. QUANG

- Ph.D. candidate - Business strategy, Tarlac State University
- Over 15 years experience in managing sales and marketing for MNCs, blended with 3 years working with the top consultancy in the world - Boston Consulting Group (BCG). Held management and executive positions: Chief Representative at Singapore General Hospital, Brand Ambassador for Diageo - Johnnie Walker & Singleton, Deputy Director at Starprint VN, and Capability Development Manager at Metro Cash & Carry VN
- Over 12 years experience in training for major Vietnamese and international companies
- Expertise areas: Sales and Marketing Strategy, Strategic Management, Business Development Management, Customer Service/Customer Relationship Management, Wholesale and Retail Management, Internal Trainer Training and other soft skills.



COURSE INFORMATION

[Language] Vietnamese

[Fee] **5,400,000 VND/Person** (Lunch for 2 days, not including VAT).
For companies with 2-4 participants, a 5% discount is applied & those with 5 or more participants, a 10% discount is available
Applied separately for training in HCM & in Ha Noi)

[Method] We applied offline training.

[Participants] HCM: 28 người – HN: 30 người (First-come, first-served basic).

[Registration] Fill in the attached “Application form” and send to AIMNEXT via Email (training-vn@aimnext.com).