



YOUR NEXT STEP.

CERTIFIED SALES PROFESSIONAL®
PROGRAMME OVERVIEW

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Are you a newcomer or lateral entrant in sales or are you already working in sales for some time looking for further, systematic professional qualification? Is your company looking for a capable partner for the continuous training of your sales staff with a consistent sales methodology? MHIGLOBAL.ACADEMY is offering you the appropriate framework.

Customer-oriented – Methodical – Practical – Innovative

The MHI Global sales system uses a sales approach that has established itself in the international market for than 30 years. It is characterised by a close customer proximity, a structured, process-oriented and practical approach as well as a continuous development and adaption in line with market changes. In it all sales strategies and tactics arising during the sales cycle in everyday B2B sales situations are represented and trained.

WHAT'S INCLUDED IN THE PRICE?

The course price includes the trainings according to the curriculum as well as:

- detailed course material for every seminar complete with accompanying literature
- use of of electronic MHI Global analysis work (Personal Edition)
- lifelong MHI Global Alumnus status with access to the MHI Knowledge Center
- web-based course to deepen the training Strategic and Conceptual Selling®



After successfully completing all scheduled programmes you obtain the title „MHI Global Certified Sales Professional“. The certification „MHI Global Certified Sales Professional“ has been recommended by the Institute of Sales & Marketing Management. You are awarded with CME credit points for every workshop you complete.

1 INSIDE SALES

NEW CUSTOMER BUSINESS FOR NEWCOMER IN SALES

You are a beginner in sales and are as „hunter“ primarily entrusted with new customer business. You acquire new customers and use existing cross- and up-selling potential with established customers. Your goal is to generate as many sales opportunities as possible.

PROGRAMMES:

-  **Securing Strategic AppointmentsSM**
Effective contact strategy for generating quality, high value appointments.
-  **Professional Selling Skills®**
Skills to conduct customer focused sales conversations.

Register for all programmes and get a 20% discount.





 **2.790 €***

2 BUSINESS DEVELOPMENT

NEW CUSTOMER BUSINESS EXPERIENCED SALES STAFF

You are an experienced sales representative and as „hunter“ primarily entrusted with the establishment and expansion of the new customer business as well as the support of the existing client base. Your goal is to generate as many sales opportunities as possible and to define new strategic sales fields.

PROGRAMMES:

-  **Strategic Selling®**
Comprehensive strategy for complex sales.
 -  **Negotiate SuccessSM**
Win-win sales negotiations that strengthen customer relationships.
 -  **Conceptual Selling®**
Optimizing every interaction with customers.
 -  **Executive ImpactSM**
Strategy for securing executive approval.
- OR Securing Strategic AppointmentsSM**
Effective contact strategy for generating quality, high value appointments.

Register for all programmes and get a 20% discount.

 **5.485 €***

3 CHANNEL MANAGEMENT

EXISTING CUSTOMERS BUSINESS EXPERIENCED SALES STAFF

You are an experienced sales representative and as „farmer“ primarily entrusted with partner management. Your mission is to foster existing relationships and increase revenues with your strategically important partners, distributors and resellers as well as to successfully supervise your strategic sales channels.

PROGRAMMES:

-  **Strategic Selling®**
Comprehensive strategy for complex sales.
-  **Negotiate SuccessSM**
Win-win sales negotiations that strengthen customer relationships.
-  **Conceptual Selling®**
Optimizing every interaction with customers.
-  **Executive ImpactSM**
Strategy for securing executive approval.
OR Securing Strategic AppointmentsSM
Effective contact strategy for generating quality, high value appointments.
-  **Channel Partner ManagementSM**
Optimizing the performance of indirect sales.

Register for all programmes and get a 20% discount.

 **6.980 €***






* All prices are subject to VAT.

4 ACCOUNT MANAGEMENT

EXISTING CUSTOMERS BUSINESS EXPERIENCED SALES STAFF

You are an experienced sales representative and as „farmer“ primarily entrusted with managing existing customers. Your mission is to foster existing relationships and increase revenues with your strategically important clients as well as to successfully take care of your key accounts.

PROGRAMMES:

-  **Strategic Selling®**
Comprehensive strategy for complex sales.
-  **Negotiate SuccessSM**
Win-win sales negotiations that strengthen customer relationships.
-  **Conceptual Selling®**
Optimizing every interaction with customers.
-  **Executive ImpactSM**
Strategy for securing executive approval.
OR Securing Strategic AppointmentsSM
Effective contact strategy for generating quality, high value appointments.
-  **Large Account Management ProcessSM (LAMP®)**
Strategic planning for protecting and growing key accounts.

Register for all programmes and get a 20% discount.

 **7.180 €***









* All prices are subject to VAT.

5 SALES MANAGEMENT

MANAGING AND LEADING OF SALES TEAMS & MANAGERS

In your sales position you are responsible for managing and leading a sales team. This demands specific coaching knowledge you can use to secure the intensive and continuous implementation of the MHI Global method in your team.

PROGRAMMES (Account Management):

-  **Strategic Selling®**
 -  **Negotiate SuccessSM**
 -  **Conceptual Selling®**
 -  **Executive ImpactSM**
OR Securing Strategic AppointmentsSM
 -  **Large Account Management ProcessSM (LAMP®)**
- After completing the Account Management course, you'll also attend the following three programmes:
-  **Conceptual Selling® Coaching**
Advancing adoption of the Conceptual Selling® process.
 -  **Strategic Selling® Coaching**
Advancing adoption of the Strategic Selling® process.
 -  **Strategic Selling® Funnel Management**
Implementing customized funnel management.

Register for all programmes and get a 20% discount.

 **11.065 €***

* All prices are subject to VAT.

TIME FLEXIBILITY

We are aware of the various time requirements sales staff of today has to meet, that's why our training offers a maximum of flexibility in terms of time.

The further training is designed to fit into your everyday working life as effortlessly and smoothly as possible and to allow an individual approach.

ALTERNATIVE A) Intensive course – Finish in only 3 to 8 days.

You attend our Summer or Winter Academy and complete all programmes in 3 - 8 intensive course days. We recommend participants to schedule another 6 days to reflect and evaluate the contents of training course afterwards.

Start date: July or November
(see our current course calendar)

ALTERNATIVE B) Finish step by step.

Duration: 18 months

You modularly attend the scheduled one- to three-day seminars within a time frame of 18 months. You can use the breaks to deepen the contents of training course.

Start date: anytime

If you have questions regarding our certificates, prices or programmes, you can contact us via **00800 573 893 70** or via e-mail emea.academy@mhiglobal.com.

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Fleurystraße 7 | 92224 Amberg