

# WEBINAR: Project Sales Management



## Overview

Increase your project sales win ratio with the right approach and management!

This program focuses on how to effectively manage your project sales pipeline by using technology as a source in preparation to the new normal. Also, this module gives the trainees a procedure on how to filter priority projects considering urgency and amount. This also details the importance of quantifying sales activities to the success of the project. Lastly, this module also details how to analyze project sales pipeline using several management tools.

## Objectives

After completing this training program, the participants should be able to do the following:

- Explain the sales funnel process
- Define the project management process and its benefits to the value chain
- Identify project sales management tools

## Who Should Participate

- Salesperson (Sales Representatives, Sales Agents, Freelancers, Sales Consultants, Sales Engineers, Technical Sales Engineers)
- Business Development Managers
- Project Sales Managers

## Key Topics

### I. Project Sales Funnel Process

- A. Step 1: Leads Generation in the New Normal
  1. Project lead sources
  2. Online project lead sources

- B. Step 2: Filter Leads by Probing
  1. Types of questions

- a. Close-ended questions
  - b. Open-ended questions
2. Asking the right questions
    - a. Discovery questions
    - b. Coaching questions
    - c. Leading questions

### C. Step 3: Qualify Leads by Rapport Building Activities

1. Initiation Phase
2. Design Phase
3. Documentation Phase

### D. Step 4: Selling

1. The AIDA Principle
2. Persuasive Sales Closing Process
3. Closing Tips

### E. Step 5: Increase Loyalty

1. Satisfaction
2. Retention
3. Endorsement

### II. Project Sales Management Process

- A. Project Possibility Management
  - a. Importance of Sales Activity Progress Management
  - b. Project Sales Pipeline Progress and Corresponding Percentage

### B. Project Management Tools

- a. Manual
- b. Online
- c. Automated

### C. Effect of Project Sales Management to the Value Chain

- a. Marketing
- b. Product Development
- c. Supply Chain

### III. Analyzing Project Sales Performance

- A. Leads-to-sales conversion rate
- B. Project type attractiveness
- C. Reason for loss management
- D. Using Excel as a tool for analysis

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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