



360 Degree Sales Management

November 7, 2008, Shanghai, China
November 14, 2008, Shenzhen, China

“Sales management is a balance of science and art.”

-----**Jack D. Wilner**

Key Topics

- * 5 major trends in sales management around the world
- * 4 aspects that determine the sales
- * 360 Degree Sales Management
- * 4 factors of Sales Leadership: VGMC
- * Sales Coaching: ways to speed up the process of training the winners
- * Sales Supervision: 4 strategies
- * Sales Performance: soft vs hard



Keynote Speaker



Mr. Jack D. Wilner

Internationally recognized sales consultant and trainer with over 30 years of experience in sales and marketing...Remarked as the best speaker by AMA & ASTD...

Who have registered?

- | | |
|------------------------|-------------------|
| B & Q | Maxit Group |
| GE China | Bodun Group |
| Philips | Gemhome |
| B. Braun | SIM Technology |
| China Telecom | TT electronic |
| BDP | Tai Hu Property |
| CPTF Optronics | Nanfu Battery |
| Sino-life Insurance | Bu Chang Group |
| Ruijie Networks | Air China |
| Microport Medical | Shuang Ling Group |
| Tom Outdoor | Jin Mao Group |
| Fosun Group | SRT Inc. |
| Taiping Life Insurance | Eastcom |
| Simcere Pharm | Fotile |
| Agfa | Dong Sheng Group |



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Mr. Jack D. Wilner



Jack Wilner is an internationally recognized sales consultant and trainer with over 30 years of experience in sales and marketing. A popular speaker and trainer in the workshops and conferences, Jack Wilner is recognized as Father of Sales Management.

He received a BS degree from the U.S. Naval Academy and a MBA from the Graduate School of Business, University of Chicago. He is professor of North Carolina University and Guilford College. He is also an active member of the ASTD, AMT, NSA, Toastmasters and AMA, etc. and received James R. Ball award from ASTD. He is remarked as the best speaker for three continuous years by AMA. The tape of his speech in the annual international conference of ASTD is the best seller for 2 continuous years. He is also a retired member of the Professional Society for Sales & Marketing Training, where he was recognized as a top-notch chairman of one of the society's best semiannual conferences on quality in sales.

Mr. Wilner has a solid background with Wrangler, one of the world's well-known jeans manufacturers. During his 20 years with Wrangler, he was a successful salesman and sales manager, prior to being promoted as Wranglers first director of sales and marketing training. He founded result-oriented sales training module which make the sales department of Blue Bell Incorporated the best performing one in the industry.

Since his retirement, he has become a results-oriented sales and marketing consultant and trainer in the U.S. as well as internationally. His clients include many Fortune 1000 companies in fields as diverse as apparel, automotive, communications, finance, food service, footwear, healthcare management, hardware, insurance, and retail, as well as a number of trade associations and professional societies.

A popular speaker at seminars and conferences around the world, Mr. Wilner is the author of Seven Secret to Successful Sales Management, The Best of Sales Training. Jack has also contributed to Sales Management Handbook, Here Come the Sales Trainers and various sales journals. His wide assignment client base has provided him expertise in designing and delivering programs that are customized to the needs of the participants.



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Event Schedule

09:00 - 09:10	Opening Speech
09:10 - 10:30	<ul style="list-style-type: none">* 5 major trends in sales management around the world* 4 aspects that determine the sales* 360 Degree Sales Management* Sales Leadership: 4 factors - VGMC
10:30 - 10:45	Tea Break
10:45 - 12:00	<ul style="list-style-type: none">* Sales Leadership: 4 factors - VGMC (Continued)* Sales Leadership: case study* Sales Coaching: sales manager as a coach
12:00 - 13:30	Lunch
13:30 - 14:15	BrainStorm: 6 problems in sales management and solutions
14:15 - 15:30	<ul style="list-style-type: none">* Sales Coaching: methods and tools* Sales Coaching: ways to speed up the process of training the winners* Sales Supervision: the importance* Sales Supervision: 4 strategies
15:30 - 15:45	Tea Break
15:45 - 16:45	<ul style="list-style-type: none">* Sales Performance: soft vs solid* Sales Performance: quarterly, half-year and annual evaluation of sales team* Sales Performance: performance talk* Sales Performance: full sales performance evaluation form
16:45 - 17:00	Q & A
17:00 - 17:15	End of the event



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Registration Form

Date & Venue

Friday, 7 November, 2008 Hua Ting Hotel & Towers, Shanghai, China

Friday, 14 November, 2008 Shenzhen, China

For more details, please contact Harry Wong @ +86-21-5478 8759 or harryw@kbcchina.com

Please complete the form and fax back to +86-21-5478 8957

Which session are you going to participate in?				<input type="checkbox"/> Shanghai, Nov 7	<input type="checkbox"/> Shenzhen, Nov 14
Name(1) _____	Title(1) _____	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP		
Name(2) _____	Title(2) _____	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP		
Name(3) _____	Title(3) _____	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP		
Company _____					
Address _____		Province _____	City _____	Zip _____	
Contact Person _____		Title _____	Phone _____		
Fax _____		Email _____			

Fee

***Standard Seat** : RMB 4880 per person, including event participation, lunch and tea breaks, etc.

***VIP Seat**: RMB 6880 per person, including seat in VIP area, event participation, Photo with Mr. Wilner, certificate, lunch and tea breaks, 2 books with Mr. Wilner's signature, etc.

Registration Process

- * Please fill in this form and fax to us.
- * Proforma invoice identifying the payment information will be sent to you upon receipt of registration form.
- * Payment is required upon receipt of proforma invoice.
- * A confirmation letter outlining the training details will be sent to you one week prior to the event.



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