



3G Salesmen

Successful sales are based on trust

1. Introduction.

Any commercial value exchange requires sales activities, involves a business relation between human beings who look for reaching an agreement. Why is selling so complicated, although this is one of the most ancestral professions in humankind? Why, in some cases, complex, elaborated techniques and even manipulation tricks are used for sales transactions? The answer is quite simple. Because trust is not generated by the salesman, at least in one of the following aspects: His/her own person, his/her competences, product or services quality, and most importantly, on the VALUE that the purchaser gets from the sales transaction.

2. General aim.

Presenting and discussing basic concepts to converting sales executives into Third Generation Salesmen (3G Salesmen), analyzing sales activities from different angles that affect their performance. Naturally, the starting point has to do with human aspects which drives people to make specific decisions. Discussion is made on commercial strategy issues, which constitute the foundations of any sales process, as well as on characteristics, approaches, tools and strengths of a 3G salesman. An effective negotiation module is included, focused on releasing tension between the parties, by means of a "win-win" mentality driven by the sales party, as well as fundamentals for applying an effective management on all commercial processes of any organization.

3. Who should attend.

CEOs, board members and policy makers, senior executives, commercial directors, commercial managers, sales executives, and entrepreneurs interested in developing their sales skills.

4. What you will learn.

- Impact of diverse mind models, self-esteem, emotional intelligence, as well as of personality and values of the parties involved on sales transactions output.
- Human communication process, highlighting the associated complexity of a proper delivery of the target message to the receiver, as well as of the importance of keeping an active listening between both parties.
- Importance of a marketing discipline, as an essential tool for an effective commercial strategy, leading to successful sales processes.
- Effective product strategies, price, value chain, marketing channels, organization internal affairs, leading to successful product sales.
- Business value concepts, established as the keystone for successful business transactions.
- Third generation salesmen features, strengths, sales tools, and above all their human virtues and attitude towards customer relation.
- SPIN[®] methodology, applied to high investment sales, with a marked orientation to the importance of effective questions that salesmen must do through their interaction with the customer.
- Effective presentations design, technical and commercial proposals preparation, as well as effective proposal presentation.
- Effective negotiation strategies, based on proven methodologies, always working on the basis of "win-win" negotiation.
- Effective commercial management, supporting all customer related processes on ISO 9001:2008 fundamentals, quotation process design, sales organization, customer satisfaction measurement and human resources selection for sales activities.

5. Seminar topics.

I. Man and sales.

- a) Human needs.
- b) Mind models.
- c) Self-esteem.
- d) Emotional intelligence.
- e) Personality and life.
- f) Human communication.

II. Commercial strategy.

- a) Business efficiency.
- b) Commercial life cycle.
- c) Marketing and sales.
- d) Commercial strategy.
- e) Value chain.

III. 3G salesmen.

- a) Business value.
- b) 3G salesmen.
- c) SPIN[®] Methodology.
- d) Effective proposals.
- e) Customer retention.
- f) Millionaire's thoughts.

IV. Effective negotiation.

- a) Negotiation.
- b) Negotiation skills.
- c) Power factors.
- d) Negotiation handling.
- e) Cultural differences.

V. Commercial management.

- a) Customer focus.
- b) Sales organization.
- c) Sales control.
- d) Human resources.
- e) Customer satisfaction.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 400 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.