

Forum Asia Pacific - Australia

2011 Public Programs



Due to an overwhelming response Forum will continue it's public program offering in 2011.

Purpose

Throughout 2011 Forum will be offering a number of two day public programs for business and sales leaders. Forum's Public Programs for 2011 are designed for companies to send new or existing staff who need specific skills enhanced or developed, which are not able to be filled internally. These interactive experiential programs draw on Forum's panel of experience facilitators, international research and focus on individual competencies. Group discussions, bring ideas to life and will help participants develop practical new skills and build their competitive edge within their organisations.

Forum About Forum

Strategy. Accelerated. Forum is a global professional services firm that mobilises people to embrace the critical strategies of their organisations and accelerate results. We help senior leaders with urgent strategic agendas equip their organisations to perform, change, and grow. Our expertise is built on decades of original research; our business insight keeps companies out ahead of their markets, competitors, and customers. Harvard Business Press published Forum's new book *Strategic Speed in 2010*. For more information, visit www.forum.com

Program Overviews

Consultative Selling Skills: Sydney - 8 & 9 March

Melbourne - 15 & 16 March

This program develops the attitudes, skills and practices for interfacing with customers. The program is based on research of the best practices that distinguish high-performing salespeople. Consultative Skills is for new and experienced salespeople who need to improve their approach and interpersonal skills to conduct productive sales conversations in today's highly competitive selling environment.

Key content of Consultative Selling Skills includes:

- Driving principles that high performers use to ensure a successful selling process
- A model of the sales process seen from the buyer's point of view, linked with key skills at each stage
- Critical, practical skills and tools to open the sales call, advance the sales conversation, and conclude the call
- Techniques to create interest, handle objections, focus on client-specific business issues and benefits, present solutions, and close sales

Planning for Key Accounts: Sydney - 17 & 18 May

Planning for Key Accounts is for account managers with responsibility for major accounts. It teaches a complete, disciplined process for account planning that focuses on the identification of larger sales opportunities and the growth of revenue from an account. Account managers use the process to gain deeper insight into client situations and needs, increase alignment with a client organisation's goals, and expand their vision of what they can achieve with their top accounts. **By participating in**

Planning for Key Accounts, account managers will:

- Develop a clear, innovative plan for maximising business with a key account
- Build and maintain commitment to the plan from the client organisation and internally
- Learn and apply a reliable, repeatable planning process

Overview of Forum's 2011 Public Programs

Leading With Influence: Sydney - 19 & 20 July Melbourne - 4 & 5 August

Leading with Influence enables leaders to apply the tools and practices that will allow them to more effectively achieve their non-positional business priorities and objectives. Forum's two decades of research in the area of non-positional leadership and influence form the basis of this program. **As a result of participating in Leading with Influence, leaders will be able to:**

- Improve their ability to achieve business priorities using non-positional leadership
- Create a portfolio of strategic influence relationships
- Build clarity and accountability and limit unproductive conflict with people on whom they rely to achieve their objectives
- Sustain and enhance their influence relationships
- Improve their personal influence

Leading An Effective Sales Force: Sydney - 6 & 7 September

This program provides experienced sales managers with techniques and tools to attain better results from their salespeople by taking a more strategic approach to their job, and increasing their team's motivation and energy. The program teaches leadership skills in a sales management context; participants spend more than 75% of their time in the session working on their real sales team challenges. Leading an Effective Sales Force is suited for experienced sales managers who need to take a more strategic approach to leading their entire sales team. **By participating in the Leading an Effective Sales Force program, sales managers will be able to:**

- Improve results from their salespeople by applying effective, balanced approaches to Leadership
- Build a more focused, accomplished, and productive sales organisation by taking a strategic approach to their job
- Increase their sales team's motivation and energy by creating a high-performance work climate

Presenting with Impact: Sydney - 15 & 16 November

Presenting with Impact is for new and experienced managers who need to prepare and deliver presentations to internal or external customers in face-to-face situations. **By participating in Presenting with Impact, participants will be able to:**

- Use a structured approach for presentation preparation and delivery
- Conduct question-and-answer sessions with confidence
- Handle challenging presentation situations
- Use techniques for conducting effective presentations as part of a team
- Apply best practices at all stages of the presentation process

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Dates

Sydney

Tuesday 8th & Wednesday 9th March
Tuesday 17th & Wednesday 18th May
Tuesday 19th & Wednesday 20th July
Tuesday 6th & Wednesday 7th September
Tuesday 15th & Wednesday 16th November

- Consultative Selling Skills
- Planning for Key Accounts
- Leading with Influence
- Leading an Effective Sales Force
- Presenting with Impact

Melbourne

Tuesday 15th & Wednesday 16th March
Wednesday 3rd & Thursday 4th August

- Consultative Selling Skills
- Leading with Influence

Venue Details

Sydney: .
Forum's Office
Level 14, 201 Miller Street
North Sydney NSW 2060
Melbourne: Venues to be confirmed

Time

8.30am Registration for a 9.00am start
5.00 pm Conclusion

Registration

To register your attendance please complete the following form and fax:
(02) 9955 6361 or email: publicprograms@forum.com Any enquires please call
(02) 9955 4877.

Costs

Each program is **\$1,750 excluding GST** per participant. This covers the two day session, workbooks and lunch. Register 30 days prior to the commencement of the session and pay only **\$1,575 excluding GST** per participant. Cancellations can be transferred to another program run only during the calendar year. Further cancellations will incur a fee. Some conditions will apply.

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Name: Phone:

Title: Organisation:.....

Email Address: