

Training for effective B2B marketing – Bitola, September 23-24

I. Detailed agenda of training presentations

September 23, 2011

Time	Training Topic	Trainers	Note
15:00 – 15:30	Introduction of the Market Readiness Program, (objectives of the program); Introduction of the trainer; Introduction of the participants;	Zoran Todorovski	Trainer on Marketing and Sales
15:30 – 16:15	What is Marketing? – Introduction; Importance of marketing for small businesses; Marketing Mix (What is product, price, place and promotion?)	Zoran Todorovski	
16:15 – 17:00	What is market research? (Theoretical part) How to conduct market research for small business?	Zoran Todorovski	
17:30 – 18:30	Coffee break		
18:30 – 19:15	Marketing VS. Sales	Zoran Todorovski	
19:15 – 20:00	What is brand and branding?	Zoran Todorovski	

	How feasible is branding for small businesses?		
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September 24, 2011

Time	Training Topic	Trainers	Note
10:00 – 10:15	Summary from the previous day	Zoran Todorovski	
10:15 – 11:30	Sales - partnership between your business and the buyer. What is FAB? (Features, Advantage and Benefits of the product) Exercise – What is your FAB?	Zoran Todorovski	Each participant will determine the FAB of his/her product
11:30 – 12:00	Coffee break		
12:00 – 13:00	Personal selling technique - AIDA (Attention, Interest, Desire and Action) OR Personal selling technique – SPIN Framework (Situation, Problem, Implication and Need) What are objections?	Zoran Todorovski	TBD TBD Self evaluation: “Am I a good listener?”
13:30 – 13:30	How to negotiate?	Zoran Todorovski	
13:30 – 14:30	Lunch break		
14: 30 – 15:30	Exercise - Negotiation	Zoran Todorovski	Participants will practice the negotiation process in

			B2B situation
15:30 – 16:00	Wrap up of the training and Evaluation		

II. Background info on trainer

Zoran Todorovski, M.Sc., Master thesis: “Marketing of new developed products for small craft business”

More than four years of experience as Production and Marketing Manager in “Aid to Artisans”, (Hartford Connecticut, USA). Also two years of experience as Sales and Marketing Coordinator in “Marvin’s California”, (US based retail company, part of Target Corporation, the biggest retail chain in USA) responsible for managing the home furnishing department in Austin Texas USA. In last five years, as a freelance consultant, has conducted several “in company” trainings and mentoring sessions on Marketing and Sales in different Macedonian companies.