



# Service catalogue 2017.

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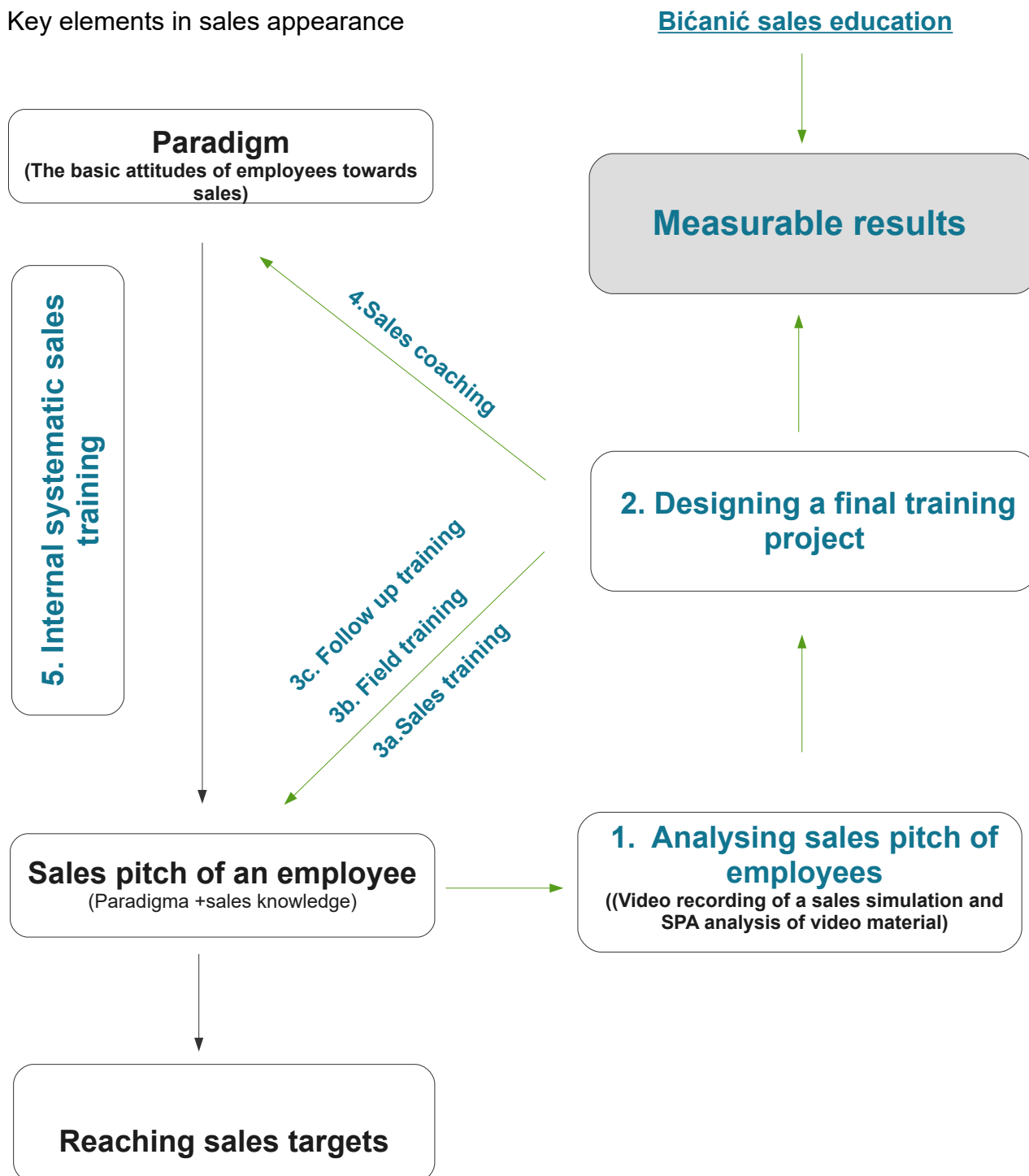
**BIĆANIĆ CONSULTING  
SERVICE CATALOGUE  
2017.**

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# Basic concept of Bićanić sales education

Key elements in sales appearance



**Note:**

The client can choose the individual phases as the content of the desired project of sales education.

# Phase 1 - “SAA” – Sale Approach Analysis of employees

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“SAA” is recommended as a tool providing a detailed insight into actual sales approach of employees.

## “SAA” workflow:

- a) co-ordinating the case study with the client, which will be the basis for measurement (a real example from the practice)
- b) notifying employees included in “SAA” about goals, contents and schedule of the “zero” measuring
- c) creating “SAA” implementation order
- d) “SAA” implementation according to the following parameters:

### - Sales Interview -

- preparation for a sales meeting
- trust building in communication with the buyer
- sales assessment (sales questions)
- offer presentation
- handling objections, complaints and rejections from customers
- sales negotiation and conclusion
- additional sale

- e) analysing the recorded video material and writing individual reports for each employee

## Phase 2 – Creating a final training project

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“SPA” – sales pitch analysis and its results serve as the basis for making a precise and tailor-made proposal of contents and workflow of a sales training.

The current situation and the client’s needs lead to the conclusion to focus the training on the following sales expertise and skills:

- trust building and preparation for a sales meeting;
- sales assessment;
- sales presentation of the offer;
- handling objections and rejections;
- negotiating skills in b2b sales

“SPA” results may indicate other areas that need to be included into the training project.



# Phase 3a – Implementation of sales training (possible selection of topics)

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## *"Reselling Workshop"*

### **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 16

### **Summary:**

Speaking in business terms, added value is a quality of every service, product and sales offer extending the basic value of the offer. It can be a positive technical feature, procedure or a service quality level the customer did not expect.

Added value adds to the basic value of the offer and makes it stand out among the competition, providing a better chance for winning and keeping a targeted customer.

Speaking in terms of the current market, it is very difficult to achieve successful sale without an added value! Participation of management, sales and marketing team is recommended, as well as all key employees of the company, either in direct or indirect contact with the customers.

### **The goal of the RE – selling workshop is:**

- RE – generate own considerations about the subject of added value in sales;
- RE – program selling methods, selling processes and procedures in the company, to place added values in the centre, in order to attract new buyers and keep the existing

ones;

- RE – define sales added values according to the market situation.

### Thematic units of the workshop:

#### - **“Acknowledging our added values”**

*An analysis of current added values in the offer of the company is conducted in this part of the workshop, in the way the sales employees understand them. Current methods of communicating these added values toward the buyers will be analysed, as well as how important the employees hold them to be.*

#### - **“Analysing the triangle: our situation on the market/target group/competition”**

Employees will, using dedicated tools, analyse the state of their own market position compared to the market in general, as well as the targeted group of clients and competition.

#### - **“Strengthening our uniqueness”**

Through group work and brainstorming sessions, employees will define new added values in the sales and strengthen the existing ones.

“Re-selling workshop” directs a newly created positive strength and energy of all participants towards actual challenges and the final goal – a new and stronger selling zest!

### Training tools:

group exercises, brainstorming, discussion, feedback.



# ***"Proactive strategies in consultative sales – how to win a new buyer?"***

## **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 16

### **Summary:**

The workshop focuses on reaching the first two key project goals: analysis of the current situation and development of a proactive sales strategy in acquisition of new buyers.

### **Recommended participation:**

Sales and marketing team.

## **Thematic units of the workshop:**

### **Defining criteria and selection of targeted new buyers**

Employees/participants in the training/project, together with the consultant, will go once more through all criteria in selection of targeted buyers, as well as analyse each targeted buyer and make a list of buyers for proactively processing during the following 12 months.

### **Analysing key needs of targeted buyers**

Before elaborating key selling points/USPs for targeted customers, key needs of the targeted customers will be analysed, making an effort to define them. This phase serves as a basic preparation in definition of key selling points.

### **Defining key selling points/USPs for targeted customers**

The above propositions will be the most important tool, both in the marketing strategy and in general and individual direct sales approach to targeted buyers. The task is clear: define

propositions close to needs of targeted buyers and try to foresee a possible counterproposition, as well as objections of targeted buyers, forming accordingly adequate reactions of sales employees on the spot.

### **Forming new/adjusting existing sales tools to purchasing process of targeted buyers**

Through a brainstorming session, training-project participants will develop new and adjust their existing tools in the purchase process of buyers, consisting of five phases:

1. I have no interest,
2. I am gathering information,
3. I am evaluating a decision,
4. I am bringing a positive decision,
5. I am choosing and accepting the offer.

During designing of tools, a coordination of marketing tools to be used before and simultaneously with sales "processing" of targeted buyers will be carried out.

The focus will also be on online and offline sales tools. In order to acknowledge different possibilities, the consultant will present different solutions of his former clients, moderate them and coordinate the brainstorming session, aiming to direct them to actual, practical and feasible sales solutions

### **Defining a workflow of sales activities in pre-sale, sale and post-sale**

After defining new and adjusting the existing sales tools, a systematisation of their use will be carried out according to "Pre-sale – sale – post-sale" concept. A correct order of sales activities will be defined, as well as the length of a period from the first contact until conclusion of cooperation or a new contact with a targeted buyer who initially rejected cooperation.

(\*Translator's note:  
originally 4xP selling  
principles in Croatian  
language:

- "1. Probaj ponudu
2. Prihvati ponudu
3. Ponovi kupnju - upsell i cross sell mogućnosti
4. Preporuči me novom kupcu").

Navedeni hodogram prodajnih aktivnosti će se temeljiti na implementaciji prodajnog principa "4xP":

1. Try the offer
2. Accept the offer
3. Repeat the offer r - upsell and cross sell options,
4. Recommend me to a new buyer

During the definition of the sales activities workflow, coordination with marketing activities of the company will be made.

# ***"Trust Building and Preparing a Meeting"***

## **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 16

### **Summary:**

Trust is the basis for building any successful human relationship – including a selling one! Trust is something a sales professional has built and continues to build in each and every contact with the buyer. Without trust, there can be no quality sales assessment, nor can we get the interlocutor to open up. A preparation for a sales meeting represents “a sale before the sale” and according to the order of importance, it comes first in sales thinking of every seller.

## **Training contents:**

### **1. Trust building tools**

Participants will learn more about 4 trust building tools at the beginning and during communication with a buyer (mutuality liking, similarity and uniqueness)

### **2. Active listening**

Without active listening, it is impossible to truly understand all levels of communication with a buyer. Participants will learn how to fully focus on the interlocutor and how to control their own thoughts in the process

### **3. Paraphrasing**

Paraphrasing is a tool in active listening and trust building. Participants will quickly and efficiently acquire this basic technique.

#### **4. Summarizing**

This is another tool in active listening, with which participants will extend their range of trust building techniques in communication with a buyer

#### **5. Mirroring**

Mirroring represents a highest achievement in building trust with the buyers. A skill to build trust through “mimicry” of the interlocutor’s body language is the most natural way to build a rapport and “chemistry” while interacting with the interlocutor and the participants will learn how to apply this in their work.

#### **6. Sales equipment importance**

Participants will analyse their own preparations for a sales meeting for a “zero measurement” and identify key areas for further improvement

#### **7. Eight steps in successful preparation for a meeting**

Participants will get familiar with the listed steps and learn how to use them in practice.

#### **Training tools:**

Group exercises, practicing 1-on- 1 techniques, discussion, feedback.

# “Sales Assessment”

## Contents of one-day sales training:

**Duration:** : 16 lessons of 45 minutes each (2 workdays)

**Ideal number of participants:** 16

### Summary:

This training is based on 8-year experience in the field work with hundreds of Croatian sales professionals and on monitoring over 5000 sales conversation in b2b sales businesses. As such, it is fully tailored according to the sales and business reality. The best, verified knowledge from the sales practice of successful b2b sales professionals has been compiled in one place.

### Training contents:

#### 1. Function and importance of asking sales questions during a sales conversation:

In the introductory part of the training, participants will learn about the function, importance and logic of asking adequate sales questions during a conversation with buyers and become aware of this tool as the key tool for reaching sales goals.

#### 2. Unintended or intended questions:

The major omission of sales professionals is asking questions without considering their final effect and the goal. The goal of this training part is to become aware of importance to ask questions with a clearly established intention.

#### 3. Funnelling technique in asking sales questions:

Having acquired the funnelling technique, participants will be able to identify and recognize needs of the customer during a conversation up to the smallest detail and to be able to adjust their sales offer presentation to a specific customer

#### **4. Problem and positive questions:**

While the funnelling technique deals with analysing the situation and needs of the customer, this effect based method deals with influencing the way the customer perceives his/her needs. Upon acquiring this technique, participants will be able to actively influence perception of their customers with regards to their needs.

#### **5. Making a sales questions catalogue:**

The final part of the sales questions training represents a finale, where all designed questions (according to funnelling principle and according to positive and problem questions) will be systemized into one, official document - "Sales Questions Catalogue".

#### **Training tools:**

group exercises, practicing 1-on- 1 questions, discussion, feedback

# "Efficient Sales Presentation"

## Contents of one-day sales training:

**Duration:** : 16 lessons of 45 minutes each (2 workdays)

**Ideal number of participants:** 16

### Summary:

One of the key weaknesses in approach of many salespersons is in the very field that most salespersons see as their own strength – that is the offer presentation. Specifically in b2b sales, this weakness may be fatal for a final sales result. Failure to differentiate between b2b and b2c propositions, focusing on presentation of technical and substantial features and functions, but neglecting actual benefits for an individual interlocutor, without adjusting propositions and omitting creative presentation techniques – are the problems that this training will resolve.

### Training contents:

#### 1. Specific features of b2b sales presentation

At the beginning, participants will get to know differences between b2b and b2c sales propositions.

#### 2. Understanding the term "Unique sales selling proposition"

USPs are a key tool of every company and each salesperson on the market, which distinguishes them from the competitors and raises them in the eyes of a targeted customer.

#### 3. Presentation ECG

It is the key exercise, repeated several times during the training, where the participants will become aware of the current state of their sales presentation and then improve their skill and strengthen them to apply new tools in their presentation.



#### 4. “Ethos-Pathos- Logos” principle in the sales presentation

Participants will learn how to make impact in a sales presentation to the level of trust, emotions and logic – key foundations based on which the customer makes a purchase decision.

#### 5. Presentation tools

Participants will master tested tools for sales presentation: rhetorical tools, future and social surroundings...

#### 6. Practicing

70% of the training is focused on practicing of acquired techniques on practical examples of offer and practice of the participants.

#### Training tools:

group exercises, practicing 1-on- 1 presentation techniques, discussion, feedback.

# ***"Efficient Handling of Objections and Rejections"***

## **Contents of one-day sales training:**

**Duration:** : 16 lessons of 45 minutes each (2 workdays)

**Ideal number of participants:** 16

### **Summary:**

The sales start when the customer says "No" for the first time!" – this sentence best describes the philosophy permeating the training. A skill to manage situations where a seller faces objections and rejections by customers is a skill that makes a difference between success and failure – especially under the current market conditions, indicating a high level of satiation in target customers and their almost reflexive rejection of any sales communication.

### **Training contents:**

#### **1. Causes of objections and rejections**

A prerequisite for successful management of these challenging situations is knowing the causes that have led to objection and rejection in the first place. "A sales monologue, lack of trust, satiation..." – are terms the participants will learn well and parallel them with their sales practice.

#### **2. Types of objections and rejections**

Participants will receive explanations between misunderstanding, scepticism and actual objection/rejection, as well as how to handle each listed type.

#### **3. Analysis of the most common objections and rejections**

Participants discuss and analyse the most common objections and rejections they meet, identifying their causes and type.

#### **4. Rebuilding trust**

At the moment of rejection or objection, the trust between the seller and the customer is broken. Therefore, the key task of the seller is to rebuild that trust and participants will learn how to do that for the purpose of efficient communication.

#### **5. Assessment in handling objections and rejections**

This assessment is an extension of the sales assessment and it is used in questions as the key tool for analysing spoken content. Participants will learn how to use targeted questions to reach the root of an objection/rejection, as well as to identify the cause and type of objection.

#### **6. Creating a scenario in processing the most common objections and rejections**

Using the knowledge acquired through the training, participants work upon reactions and behaviour in the most common situations on the field concerning objections and rejections.

#### **Training tools:**

group practices, practicing 1-on-1 objection and rejection handling, discussion, feedback

## ***"LinkedIn - B2B sales tool"***

### **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 day)

**Ideal number of participants:** 16

### **Summary:**

The phenomenon of using social media in sales is no longer exclusively linked to the marketing professionals, who through social networks are building a brand of a business or advertise through social networks. With the advent of LinkedIn, the phenomenon of social networks has become associated with all those who are engaged in B2B sales. This social network has made a revolution and enabled everyone in B2B sales an easier and faster way to walk customers through their own sales funnel.

Bićanić Consulting recognized LinkedIn as an ideal tool for B2B sales and it is already three years successfully used with excellent results. In 2016 through LinkedIn, we have generated 50% of our new clients and we have eliminated the "cold call" from use and our sales dictionaries.

We have decided to share our knowledge and experience in using LinkedIn with all those in B2B sales who want their sales rise to a higher step and we have developed a training that deals exclusively with the use of LinkedIn in B2B sales.

**Through our one-day training course "LinkedIn - B2B sales tool" you will learn the following:**

### **Understanding the concept of "social selling"**

What is this "social selling" and how to take advantage of this trend in the B2B sales through LinkedIn

### **Understanding LinkedIn as a B2B sales tool**

Why LinkedIn is the best tool for B2B sales through social networks

### **Creating quality profile**

How to create a profile that attracts potential customers.

### **How to reach targeted customer through this social network**

Where your target customers are and how to reach them.

### **Forming LinkedIn sales strategy**

How to fit this social network into your everyday sales funnel.

### **The essence of the plan and strategy of proactive acquisition**

What to do and what not to do.

### **Building your personal branding/ expert image**

Use of LinkedIn Pulse platform.

### **Using LinkedIn advanced tools/"Sales Navigator"**

A tool for those who mean business.

# ***"Time management in sales"***

## **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 12

### **Summary:**

Time is the most important resource of every sales professional. The time that we have during the day is limited and therefore it is very important to know how to manage our work and the amount of time we devote to each sales task. It is necessary to know how to organize it, to set priorities, delegate, keep records and make timely sales decisions. This training is dealing with these key issues for each sales professional and gives him or her concrete solutions that can be used the next day at work.

## **The content of the workshop:**

### **Understanding the concept of "time as a resource"**

In this part of the seminar, participants will learn how to analyze the current way of their time management. They will assess their own capabilities in this area and set key objectives for the further development of their time management skills.

### **Successful planning**

Participants will analyze the ways in which they currently set their goals. They will set priorities and analyze their own sales model and the realization of the set goals.

### **Setting goals**

It is a key personal skill that has the greatest impact when it comes to the subject of time management. Participants will learn about the S.M.A.R.T. definition of objectives. They will learn how well to set goals and then get prepared for their implementation.

### **How to deal with procrastination**

Many of us have difficulty making timely decisions or postponing key decisions which ultimately results in the loss of valuable time. In this part of a seminar, the employees will learn how to "procrastinate" procrastination.

### **Creating a personal development plan in the field of time management**

Each participant will develop a plan for further personal development as regard to the management of their time at work and sales.

### **Techniques in practice:**

Testing, group work and discussion, PPT, Exercises



# ***"Negotiating skills in the B2B segment"***

## **Contents of one-day sales training:**

**Duration:** : 16 lessons of 45 minutes each (2 workdays)

**Ideal number of participants:** 12

### **Summary:**

Negotiating situations are an integral part of a B2B sales process. It is, therefore, necessary that each salesperson is equipped with the most effective negotiation skills in order to obtain the best possible win-win agreement in the negotiations with the client that often acts with the win-lose negotiating position - that presents the biggest challenge in b2B negotiations.

## **The content of the workshop:**

### **1. Win-win and win-lose in B2B negotiations**

B2B sales is specific when it comes to the difference in strength of negotiating positions between clients and salespeople who often do not have the same power. Therefore, the participants will raise awareness on this crucial issue.

### **2. Analysis of the current level of negotiation skills**

A practical case study will be carried out in order to analyze the current level of negotiation skills of participants and to determine the possibilities for improvement.

### **3. Fundamental negotiating principles in B2B sales**

Participants will learn more about fundamental negotiating principles in B2B sales.

### **4. Preparation as a key prerequisite for success in the negotiations**

Through this topic specific tools will be made available for participants that will enable them to reach a high level of preparation for entry into the negotiating process.

### **5. Managing variables and concessions in the negotiating process**

This part of the training deals with managing variables and concessions. Participants will develop their skills in terms of setting priorities, the importance of individual concession and variables which will prevent giving unnecessary and excessive concessions that are key failures in the negotiations.

### **6. Setting the minimum, maximum and reference point**

Very often participants in the negotiations are thinking (and thus limiting themselves) only about reaching the one value that carries a key benefit for them. In this part of the training, participants will expand that way of thinking by including the following terms in their negotiating dictionary: minimum, maximum and the reference point in the negotiations.

### **7. Management of emotions in negotiations**

Emotions can have a positive or negative effect in the negotiation process. Participants will learn to manage their emotions and recognize and adopt ways to influence the emotions of other negotiating parties.

### **8. Effective communication in the negotiations**

A clear and high-quality expression in the negotiations can determine the success or failure of negotiations. Attendees will learn how to effectively state their own views and to induce the other negotiating side to clearly express their views.

### **9. Case Studies**

During training will several case studies will be used that relate to typical negotiation situations in the B2B segment. They will serve as the basis for the simulation of negotiations during which participants will be able to practice all the techniques adopted through education.

#### **Training tools:**

group exercises, practice negotiation techniques and situations, discussion, feedback

# ***"Motivational workshop 'The human factor'"***

## **Summary:**

The most important element in almost every sales process is still the X factor - the human factor. Without the human being, in many industries it is still unthinkable to achieve long-term sales success. Only a human being is able to "read" and manage all the nuances of complex sales communications - and this will stay this way for a long time in the future. The sales person is often the only factor that makes the significant difference compared with the competition - when all other factors are the same. On the other hand, the human being resembles a battery when it comes to motivation and work enthusiasm, especially in sales. The battery is quickly discharged and therefore it is necessary to ensure its regular recharging. This innovative and unique workshop serves just this purpose - to restore motivation and keep it the longest possible time at the highest level!

## **The content of the workshop:**

### **1. Understanding your own uniqueness "Time As a Resource"**

Each sales professional finds his success in sales based on the uniqueness inherent only to him or her. Whether it be communication skills, market and product knowledge, perseverance ... In this part of the workshop, we raise awareness of this important factor and incite participants to put them in the center of their work according to the principle: it is better to work on our own strengths, rather than try to remove our own weaknesses.

### **2. Intrinsic motivation as a key prerequisite for sales success**

Modern psychology has scientifically established that the best motivators in the work are those who come from the within a person and only they ensure long-term success in any activity. This part of the workshop will help the participants to clearly define their own intrinsic motivators and become aware of them in their daily work.

### 3. Setting a personal plan and sales development

At the end of the workshop, each participant formulates his own plan of personal and sales development aimed at improving sales performance and results.

#### Workshop Techniques:

Points of You creative methods of self-development (Coaching game, The punctum), group discussion, peer to peer coaching.

# "Storytelling as a B2B sales tool"

## Contents of one-day sales training:

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 16

### Summary:

Jeremy Hsu, an American journalist, and scientist says in his article "The Secrets of Storytelling: Why We Love a Good Yarn" that 65% of our daily communication consists of talking about stories and "gossip". On the other hand, neuroscientists have found that telling stories does not only activate the speech and speech center in the interviewer, but also the appropriate parts of the brain that "mirror" the feelings, impulses, and stimuli that the speaker himself has experienced in the story. In evolutionary terms, storytelling was and is likely one of the main ways of expressing our own world experiences around us, where listeners are evolutionarily "conditioned" to react in exactly the way described above. Therefore telling stories or storytelling is one of the most effective ways for "building chemistry" with the interlocutor in the complex b2b sales environment.

## The content of the workshop:

### 1. Why is storytelling an effective tool in a b2b sales conversation?

Participants will be introduced to practical examples of practices that confirm the effectiveness of storytelling as sales techniques.

### 2. What makes a good sales story?

Every good story, even the sale, must contain certain elements that contribute to its effectiveness. In this section, participants will get to know the same and learn to use them in their own sales work.

### 3. Types of sales stories

Sales talk is a complex communication environment with different stages of development and therefore it is important to have a quality sales story for each of them.

### 4. How to tell the interlocutor to present his own tales

The stories that are being spoken during a sales conversation need not only be those of the seller. The tales of the interlocutor are equally important if we want to build a quality relationship. Participants will learn how to encourage the interlocutor to take this important step.

# ***"Assertive communication in b2b sales"***

## **Contents of one-day sales training:**

**Duration:** : 8 lessons of 45 minutes each (1 workday)

**Ideal number of participants:** 16

### **Summary:**

B2B sales today is characterized by a number of key factors, among which the customer's and clientele's demanding tendency is especially emphasized, and the choice of bidders more than ever before, is particularly important. This means that every sales professional will surely meet the conditions under which they will be placed for potential co-operation that goes beyond the framework of a possible and acceptable one. Knowing how to succeed in such circumstances and knowing how to continue positive communication to the ultimate solution without endangering your own interests and meeting the maximum wishes and needs of the other side - this is an assertive communication.

## **The content of the workshop:**

### **1. What is assertiveness in b2b sales?**

In the complex B2B sales environment of today, it is necessary to know how to express their ideas, opinions and thinking freely and regularly while at the same time respecting the rights of others - the right of the customer and the client as well as their own. In accordance with these two needs, a new skill has emerged - assertiveness (in sales).

### **2. Use of assertiveness in b2b sales**

When people are able to express themselves freely and without fear, more ideas can be expressed which leads to increased creativity and productivity. The company has more benefits than employees who are capable of communicating, discussing, and capable of reviewing any system, process or concept, and even thinking of a customer/client.



### **3. Assertive behavior in b2b sales in relation to active and passive behavior**

Participants will learn how, using simple techniques from this training, everyone can counteract aggressive customer behavior and at the same time express their own opinion.

### **4. How to assertively communicate in sales?**

In this part of the training, the participants will learn verbal and nonverbal communication techniques that will help them deliver the sales message and express them in a way that will help achieve maximum sales results.

## Phase 3b – Implementation of 1-on- 1 field training

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**Duration:** 1 workday per employee

### Kratak uvod:

*The field does not lie. The field does not hide. The field is an exclusive measure of success...*

These are maxims that Bićanić Consulting abides by when holding “1-on- 1 field training”.

This is one of the most frequently requested services in our portfolio, based on which we have built our entire approach in the sales training of our clients. During the past 9 years, several hundred sales professionals were trained in our field training. Sales coaches of Bićanić Consulting accompanied these sellers in over 5000 b2b and b2c sales interviews in this role.

This is the experience of immeasurable value, which we have also included in all our sale trainings and workshops, making them practical, realistic and applicable in the sales practice. “1-on- 1 field training” thus includes a joint field work of a sales coach and a sales employee, with a targeted visit to buyers and clients of a company for which the training is carried out (4 to 6 meetings in one day). Organised meetings are those with an actual chance for sales realization.

The sales coach uses tools such as sales coaching, mentoring, counselling and affirmative feedback, for specific and immediate assistance to the sales employee in the sales pitch development. In our experience and in experience of our client, “1-on- 1 field training” is the fastest method to bring the best results and positive changes in the sales pitch of employees are immediately visible.

This form of education brings a special benefit and it is exceptionally efficient if held after completing sales trainings with contents established through “Sales Pitch Analysis” of employees.

## Phase 3c. - Follow up training

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**One of the most common questions our clients have is: "What do we do after the training?"**

Indeed, this is a very reasonable fear - the fear that the impact of sales training will have a short duration and.

Relevant research shows that only a small part of the sales knowledge acquired in training becomes an integral part of the participants' skills set. Bićanić Consulting therefore provides the possibility of "Online - follow up training."

**Through specially designed e-learning educational software the sales trainer:**

- remains in touch with all the participants of the training
- motivates the participants to further personal development
- checks what have the participants applied and with what results
- feeds training material in small, fun and practical steps and tasks
- uses a principle of "gamification" to encourage participants to take part
- encourages participants to a mutual exchange of opinions and experiences
- monitors the results of the application of knowledge and provides a report to the client
- dramatically improves the final effect of education

We recommend 2 to 3 months of 'follow-up' training because it is a period normally required to make knowledge and skills a permanent part of the sales performance of your employees.

## Phase 4 – Implementation of sales coaching

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Sales coaching is a development tool focusing on changing/improvement of paradigms leading sales employees in their work. It is particularly useful in cases of sales employees with unquestionable sales pitch quality, but rather an issue of their attitude to sales, buyers, a product ...

Furthermore, sales coaching is an adequate option for development of employees in a situation when after a sales education (sales training) has been completed, but there were no positive effects to the sales pitch of an employee and realization of sales goals.

### Sales coaching workflow:

- 1. “Pre-contracting”** – a procedure between the sales coach, client/manager and coaching participant, with subject of modelling a basic goal, mutual communication during coaching and the number of coaching sessions.
- 2. “Contracting”** – a procedure between the sales coach and coaching participants, on subject of placing priorities in the coaching process, mutual confidentiality and basic personal goals in development, with regards to predefined goal.
- 3. Coaching process** – holding coaching sessions in a set time workflow.
- 4. Analysis of results after coaching** – the sales coach, client/manager and coaching participants jointly go through achieved coaching process results and their effect on sales work/reaching of the employee's sales targets.

# Phase 5 - Designing and introducing regular internal sales training

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**Duration:** : 2 working days

**Participants:**

The line manager of the sales team. Recommendation: all middle management members in a company, who can apply this knowledge in their own work. Systematic and regular internal sales training is a basis for a continuous development of sales employees. As such, it must be included as a tool in sales team management.

The sales coach helps the client in development of this tool. This phase includes intensive cooperation of the sales trainer-consultant with the line manager of the sales team and with HR department, to harmonize the internal sales training with overall HR policy of the company-client.

**Elements of systematic internal sales training to be elaborated in this phase:**

**1. Mini sales trainings**

A mini sales training is a regularly used training tool (on daily, weekly or monthly basis – depending on specific features of the client's sales industry), with the goal to practice and perfect key sales knowledge and skills. Frequency, performance method, contents and techniques in a mini sales training are defined.

**2. Sales coaching**

The sales trainer-consultant teaches the line manager of the sales team in TO-GROW- ME coaching method, which is particularly suited for implementation in the sales environment.

## About Bićanić Consulting

Bićanić Consulting specialises in sales consulting and training – with results. We have a 9-year experience in successful cooperation with over 150 Croatian companies. In that period, we educated more than 1500 sales professionals, salespersons, sales representatives and managers. Through field work, coaching, shadowing and mentoring, we attended over 5500 b2b sales interviews and 8000 retail interviews.

### Client reference list:

Allianz Zagreb d.d.  
Erste & Steiermärkische Bank d.d. Rijeka  
GLS d.o.o.  
Hrvatska pošta d.d.  
In-time d.o.o.  
Phoenix farmacija d.d.  
Telekom Crne Gore  
Adama Srbija d.o.o.  
Alukoenigstahl Srbija d.o.o.  
Alukoenigstahl BiH d.o.o.  
OBI BiH  
Platinum d.o.o.  
Luk d.o.o.  
Hrvasko kreditno osiguranje d.d.  
Pliva d.d.  
El koncept d.o.o.  
Roche Njemačka  
Roche Hrvatska d.o.o.  
Logista d.o.o.  
Merck&Millipore  
PZ Auto d.o.o.  
Marina Punat d.o.o.  
Alu-Ben d.o.o.  
Euromodul d.o.o.  
Trast d.d.  
Kuhinje Zdjelar d.o.o.  
Telefutura d.o.o.  
Logiko d.o.o.  
Tehnocentar d.o.o.  
6. čulo d.o.o.  
Data decor d.o.o.  
Eistra.info  
Drezga d.o.o.  
Voger d.o.o.  
Krk moto d.o.o.  
Gentis d.o.o.  
WIFI Hrvatska d.o.o.  
Printera grupa d.o.o.  
Ram 3 d.o.o.  
Belupo d.d.

Rona trade d.o.o.  
Chromos d.d.  
T-com d.d.  
T-mobile Hrvatska d.o.o.  
Tim kabel d.o.o.  
In-di d.o.o.  
Šotovento d.o.o.  
Jasmin maziva d.o.o.  
Lin trgovina d.o.o.  
Premisa d.o.o.  
Digitel d.o.o.  
DMS d.o.o.  
DBT d.o.o.  
L'oreal Adria d.o.o.  
Plava laguna d.o.o.  
Vidi-to d.o.o.  
Adriatica.net d.o.o.  
Kimi Commerce d.o.o.  
PK metali d.o.o.  
Terme Selce  
Liderpress d.o.o.  
Školska knjiga d.d.  
Libra d.o.o.  
Medilab d.o.o.  
Esillor d.o.o.  
Tiskara Zambelli  
Dan Jar d.o.o.  
Kiparis d.o.o.  
Kompass.hr d.o.o.  
Salon Alexandra  
Trgoservis d.o.o.  
Klapom  
Motoreni  
Servis Babić  
Keune Adriatic d.o.o.  
Magan d.o.o. Srbija  
IPKO Priština  
Toyota Croatia d.o.o.  
Toyota Bačić d.o.o.  
Armort SP d.o.o. Zemun  
IBS Bautechnik Beograd...



## Contacts of some of our clients

Edvard Ribarić, predsjednik uprave, Coface Hrvatska d.o.o., 098/487 629

Tajana Pečanić, procurator, Keune Adriatic 091/204 8780

Martina Drezga, director, Husquarna - Drezga d.o.o., 091/337 0081

Božidar Tomulić, director and owner, Europhone d.o.o., 095/777 3333

Zvonko Čubrić, director and owner, Ram 3 d.o.o., 099/202 6552

Matko Šoštarić, director, Alu Ben d.o.o., 091/2005 064

Roman Cvek, director and owner, Rona Trade d.o.o., 098/442 601

## About the consultant / trainer



### **Danijel Bićanić – business consultant, sales trainer and coach**

Danijel Bićanić started his professional career on sales and managing positions in Croatian and German hospitality business in 1998.

In 2003, he endeavoured into business specialization education in the field of training and coaching. For the following 4 years, he worked as a sales director and sales coach in two education companies. In 2007, he founded

Bićanić Consulting, through which he offered a unique concept of applicable sales education and consulting, based on the sales reality and specific features of the Croatian market and economy.

In the following 9 years, over 150 companies (active in b2b sales, b2c sales, retail and telephone sales) hired Danijel Bićanić in sales business improvement projects. As a consultant and a trainer, he works in Croatia, Switzerland, Germany, Czech Republic, Montenegro, Bosnia and Herzegovina, Serbia and Kosovo.

As a sales coach, he has had opportunity to attend over 5500 b2b sales interviews and monitor over 8000 retail interviews. More than 1500 sales employees, sales managers and sales directors have completed Bićanić sales trainings.

The listed experiences have enabled Danijel Bićanić to provide actual help to his clients on the field of creating efficient sales strategies and improving sales organization, as well as developing quality solutions for management of the sales workforce. These topics have become a focus in work of Bićanić Consulting, with their orientation to achieving measurable results in the sales business and sales education of the clients.

Danijel Bićanić is a regular columnist in Poslovni savjetnik monthly and a visiting lecturer at conference “Superprodavač”, where he is nominated among the top lecturers by participants every year.

In 2012 he acquired a certification for SDI facilitator, a globally acknowledged and approved tool in analysis of motivation value system of employees, teams and organizations, used in conflict prevention and improvement of communication within companies.

In 2015 he attended AOEC (Academy of Executive Coaching). Furthermore, he is the author of three books on sales, sales management consulting and sales workforce market. He is fluent in German and English and he also holds trainings, seminars and lectures in these languages.

In his free time, he teaches Ving Tsun Kung Fu in Rijeka, Zageb, Serbia, Bosnia and Herzegovina as well as in Macedonia.



## Barbara Ružić - HR consultant

Barbara Ružić, psychologist, started her career in banking industry (Kaptol banka: Human Resources Manager and Raiffeisenbank Austria: Personnel Training and Development Coordinator). After six years in banking, she decided for a new challenge in a completely different branch – trade (Getro: HR director). With overall experience exceeding 8 years of work in the field of HR within corporations, in 2006, she founded her own consulting company Artis Rei d.o.o. for HR and she

currently works as an HR consultant and trainer.

During the course of her professional career, she completed a range of professional HR seminars abroad (CIPD – London, IEDC – Bled, Achieve Global – Vienna) and in Croatia (CBA Business School), numerous trainings for development of management, communication and sales skills, as well as customer relationship trainings by different lecturers. She has also enrolled a postgraduate study at the Department of Psychology.

She acquired her experience through implementation of professional selection of candidates for different groups of work positions (management positions, sales staff and other administrative positions); development of work performance monitoring system and accompanying reward systems; establishing a system for professional specialization and staff development (introduction into work, development of expertise, development of management skills, development of communication and selling skills); establishing work of internal trainers (development, assessment centre and monitoring the work of internal trainers); employee job satisfaction and engagement surveys; reorganization of individual organizational units (redefinition of business processes, creating workplace profiles); development of “Regional Development and Training Centre” for Raiffeisen Group in Eastern Europe region; introduction of new IT support in HR (SAP).



## Deana Vrbanić - psychology graduate/ communication skills expert

After graduating psychology, she is employed as an organizational psychologist in the automotive industry. In such turbulent branch and multicultural environment, she has implemented the Human Resources processes in several neighboring countries, acquiring an enviable practical knowledge.

During 15 years of experience in the field of human resources, she learned to develop and implement specific processes:

- candidates selection for the positions of different hierarchical levels
- development of a system for monitoring work performance (so called annual interview)
- establishment of a system for individual development (from job introduction to development of "soft" and specific skills through the process of training)
- competence development system implementation
- survey of employee satisfaction
- individual counseling (coaching) and training of managers to effectively conduct its associates as well as in improving their personal development (the process of successive development)

Through the implementation of above mentioned processes, she had the opportunity to lead teams of experts and heads of various departments.

With employees of different hierarchical levels, she conducted workshops on topics: selection of candidates, professional guidance of employees, motivation and self-motivation, presentation skills and public speaking, business communication, competence of employees, annual dialogue, time management, stress management ...

As a member of team for the implementation of methods and techniques to improve business processes - so-called "Lean methods" (Lean Production), she gained excellent practical experience.

As certifier of The Employer-Partner Certificate (Certificate for excellence in human resources management, developed by Selectio doo), she has a chance to experience many practical solutions of human resources management in many different industry areas, which is an excellent method of professional and personal development.

Education and gained experience, she continuously renewed by following seminars, latest domestic and foreign literature and by participation in projects related to the management of human resources. She is active as a guest lecturer and an associate.

She possess a certificate of NLP Business Practitioner. NLP (Neuro Linguistic Programming) provides insight into the efficient combination of psychology and communication techniques that help to "work on themselves" but also in more successful interacting with others. NLP techniques teach us, how to ineffective patterns of thinking and behavior replace with efficient ones, both in business and in the private environment.

She owns a certificate for Business & Life Coach, ICI international associations, and through the coaching process combines a variety of psychological and developmental methods to increase business efficiency, personal effectiveness and life satisfaction of people. Scientific studies have demonstrated that the balance between work and private life is the foundation of success and effective results.

She is an active member of the Croatian Psychological Chamber and the Croatian Psychological Association. Personal and professional motto, that constantly moves her towards the achievement of higher levels is the need, to inspire others to develop a passion for personal growth, development and a sense of self-worth.



## Matija Longin - mag. oec., MBA

Matija Longin je poslovni konzultant, investitor i poduzetnik. Pripadnik nove generacije visoko educiranih menadžera u Hrvatskoj, koji uvijek rado ističe da svoj 'recept za uspjeh' pronalazi u savršenom spoju najprestižnijih menadžerskih teorija i poslovanja 'običnog uličnog prodavača'. Na taj način g. Longin svoje poslovne uspjehe temelji prije svega na desetgodišnjem radnom iskustvu u direktnoj B2B i B2C prodaji, strateškom marketingu te vođenju projekata u više različitih industrija. Istovremeno, posebne napore ulaže u nadogradnju poslovnih vještina, specijalistička znanja, ali i

mrežu poznanstva s najutjecajnijim ljudima iz poslovne i političke svakodnevnice.

Iza g. Longina stoje dva vlastita poduzeća, veći broj konzultantskih, ali i izvršnih uloga u različitim projektima od usluga u industriji turizma do proizvodnje u industriji hrane, te kao 'kruna' svemu, dugo menadžersko iskustvo u poduzeću Printera. Upravo za industriju grafičke proizvodnje, kao jednu od onih koje obilježava intenzivna utakmica mnogobrojnih konkurenata, g. Longin često kaže da je jedan od najboljih poligona za razvijanje i testiranje poslovnih vještina svakog menadžera.

Disciplinu i neizmjernu količinu radne energije vježbao je od malih nogu kroz profesionalni sport. Vezan uz more, rođen i odrastao u Zadru, g. Longin je od svoje šeste godine aktivan u jedrenju, uz zavidne rezultate, kako u juniorskim, tako i kasnije u seniorskim kategorijama. Uz posao i obitelj, danas teško pronalazi vrijeme za jedrenje, a kada to prilike dozvoljavaju opušta se uz more u društvu svojih najbližih.

### POSLOVNO RADNO ISKUSTVO

2016. - BIČANIĆ CONSULTING - Član izvršnog konzultantskog tima

2016. - ZADAR ARCHIPELAGO - Osnivač i vlasnik zadužen za širenje i razvoj novih proizvoda/usluga

2010. - PRINTERA - Direktor prodaje i marketinga u timu od 18 ljudi

2008. - PRIME YACHTING - Osnivač i vlasnik zadužen za ključne kupce

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### TEMELJNA EDUKACIJA

2015. - IEDC- BLED SCHOOL OF MANAGEMENT, BLED – MBA

2010. - EKONOMSKI FAKULTET, ZAGREB – mag. oec.

2005. - JEZIČNA GIMNAZIJA VLADIMIR NAZOR ZADA – SSS

USAVRŠAVANJE, INDIVIDUALAN RAD S TRENERIMA I ZNAČAJNIM KONZULTANTIMA

2015. prof. Nenad Filipović, ASG –AE, strateško promišljanje i strukturiranje brzorastućih organizacija

2014. Marko Lučić – Organizacijske disfunkcije, obrasci uspješnog vođenja i dinamika tima

2013. Daniela Miljan i Ivan Miljan – Efikasna komunikacija operativnog i strateškog menadžmenta

2011. Danijel Bičanić –Terenski rad prodaje, organizacija i sustavi upravljanja prodajom i rezultatima

'10, '11, '12 – SUPER PRODAVAČ konferencija više tema iz direktne prodaje i marketinga

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## **ČLANSTVA U ORGANIZACIJAMA**

od 2014. JCI Hrvatska – Globalna obitelj mladih i utjecajnih individualaca, Nacionalni Predsjednik '14

od 2012. YES Hrvatska – Međunarodno udruženje mladih menadžera

od 2014. GLOBAL SHAPERS – WEF, član Svjetskog Ekonomskog Forumu, Kurator za Hrvatsku '15

od 2010. eALUMNI (eSTUDENT) – član studentske i alumni organizacije najboljih studenata ZG UNIV

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