PACE
INSTITUTE OF MANAGEMENT



Training Program

HIGH-PERFORMANCE SELLING in DIGITAL AGE

In the AI era, competitive advantage is not determined by how many customers a company has, but by how well it understands its customers, how much value it creates for them, and how effectively it builds customer loyalty.



Today's salespeople are not simply product promoters or customer persuaders to close deals. They are professionals who:

- ***Gain a deep understanding of customers' needs and aspirations.***
- ***Create value that drives customer success.***
- ***Develop strong, long-term relationships.***
- ***Build customer trust and loyalty.***
- ***Serve as a trusted partner in their growth and success.***

As a result, sales excellence today is not merely about selling products or services; but about creating ***sustainable growth*** by ***managing the entire customer lifecycle through the strategic use of technology, data, and artificial intelligence.***



Powered by Technology & AI, this distinctive program is designed around **PACE's 5 core capabilities of modern sales professionals**: **SALES EXCELLENCE MODEL™ (EXCEL™)**



SALES EXCELLENCE MODEL™ (EXCEL™) is a competency framework designed to help sales professionals manage the entire customer lifecycle - from identifying customer needs & developing business opportunities to converting opportunities into revenue, enhancing customer value, and building customer loyalty - leveraging technology, data, and AI.





PROGRAM OUTCOMES

- Understand the nature of selling in the digital age.
- Understand the evolving role of sales professionals in the AI era.
- Shift from a transactional selling mindset to a customer development mindset.
- Gain deeper customer insights, leveraging data and technology.
- Identify, acquire, and develop customers more effectively.
- Enhance consultative and value-based selling capabilities.
- Increase revenue from existing customers.
- Build customer loyalty and generate customer referrals.

Participants will also learn how to:

- Apply AI throughout the entire sales process.
- Improve personal effectiveness in the digital age.
- Develop a professional roadmap for strengthening their sales capabilities.



PROGRAM PARTICIPANTS

- Sales professionals (including managers, specialists, and sales representatives).
- Employees who aim to develop a career in business development and sales.

PROGRAM DURATION

- **Duration:** The total duration of the program is 04 sessions (equivalent to 12 hours) within 02 days.
- **Tuition:** For the official fee and preferential policy for early fee transfer or group registration, please see details on PACE's website www.PACE.edu.vn or **contact PACE's Training Consulting and Training Department.**

Scan the code for detailed consultation

Register now to secure your seat and receive exclusive incentives!



PROGRAM CONTENT

Part I. Sales excellence mindset in the AI era

- The nature of modern selling
- From transactional selling to sustainable value creation
- The transformation of sales in the digital and AI era
- The ***Sales Excellence Model™***:
  - Understanding customers
  - Discovering and developing business opportunities
  - Converting opportunities into customers
  - Enhancing customer value
  - Building customer loyalty

Part II. Understanding customers in the digital age

- Understanding customers in today's business environment
- Analyzing and identifying target customers
- The customer journey, stages, and touchpoints
- Leveraging data and AI to gain customer insights:
  - Collecting and utilizing customer data
  - Using AI for customer research
  - Analyzing customer needs and behaviors with AI



Part III. Discovering and developing business opportunities

- Mindset of customer development in the digital era
- Effective techniques of customer prospecting
- Discovering and developing opportunities, using digital platforms
- Applying AI to customer prospecting and lead generation
  - Using AI to do research and analyze prospective customers
  - Using AI to identify and qualify potential customers
  - Using AI to create personalized content for each customer

Part IV. Converting opportunities into customers

- Principles and processes of modern selling
- Consultative selling and solution selling
- Customer communication and persuasion skills
- Applying AI in sales activities:
  - Developing sales conversation scripts with AI
  - Creating sales emails and content with AI
  - Preparing for customer meetings with AI
  - Making business proposals with AI

Part V. Enhancing customer value & building customer loyalty

- Customer relationship management
- Growing and developing existing customers
- Managing customer-driven business performance
- Leveraging technology for customer management
- Building customer loyalty:
  - From satisfied customers to loyal customers
  - Customer experience and customer loyalty
  - Developing customer loyalty strategies.
- Applying AI to customer care and loyalty development.

PACE
INSTITUTE OF MANAGEMENT

SHAPING THE FUTURE OF MANAGEMENT

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

1. PACE Training
2. PACE Consulting
3. PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies**, and **8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



BELIEVING IN AUTHENTIC LEARNING

Head Office: 181-183 Co Giang Street, Cau Ong Lanh Ward, Ho Chi Minh City *(former District 1, Ho Chi Minh City)*
Hanoi Office: Coalimex Building (Floor 2), 33 Trang Thi Street, Cua Nam Ward *(former Hoan Kiem District)*

Phone: (028) 3837.0208 *(HCMC)* | (024) 3646.2828 *(Hanoi)* | contact@PACE.edu.vn | www.PACE.edu.vn