

03/07/2015
KIEV

20 BEST
COACHES

Organizer:
TradeMasterGroup
от профессионализма к мастерству



Annual Workshop of dynamic
success in **B2B business**

5th Ukrainian practical business meeting
for owners and TOP managers of B2B companies



B2BMaster-2015

Annual Workshop
of dynamic success
in **B2B business**

«BATTLE OF THE BEST COACHES 2015»

TOP-20 BEST COACHES
ACCORDING TO ANNUAL NATIONAL PROJECT
«B2BMASTER» WILL PRESENT THEIR
EXPERIENCE IN 2 PRACTICAL SESSIONS:
«B2B-MANAGEMENT» AND «B2B-SALES»



Contact for registration: os@trademaster.com.ua
www.TradeMaster.UA

MEDIA PARTNERS :

Эксперт Конференции
<http://getmanchuk-group.com>



YOU ARE INVITED!

TARGET AUDIENCE

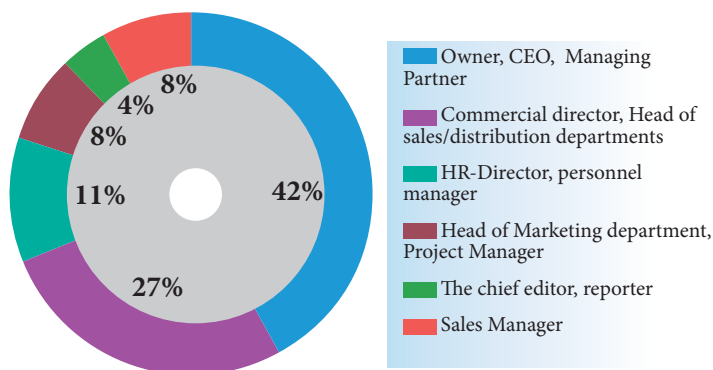
up to 150 attendees

AUDIENCE BY OCCUPATION INVOLVES the participation of all segments of business that are related to goods trade, services, solutions, equipment, etc. - exactly for corporate customers (B2B) -

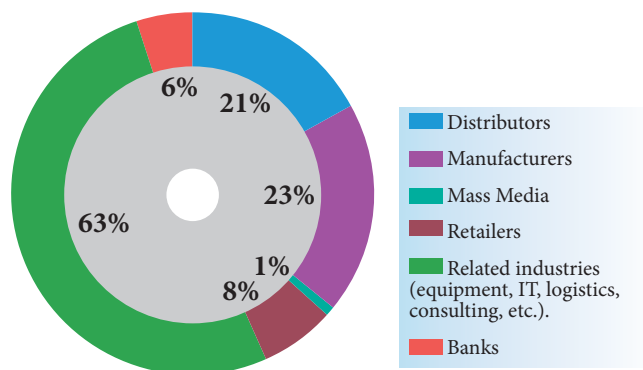
Banks, insurance companies, logistics, equipment, wrapping/packaging, ingredients, consulting, leasing, tour operators, advertising agencies, manufacturers and distributors of goods and services.

The Best coaches rewarding « - «Gold», «Silver» and «Bronze» Coaches - will be held in 2 different categories - «B2B-Management» and «B2B-Sales in the end of the conference.

According to the management level



By the business of the Company



KEY TOPICS OF «B2BMaster-2015»

SESSION «B2B-MANAGEMENT»

TOPICS OF MASTER-CLASSES AND DISCUSSION:

- Leadership strategies for B2B companies: efficient team as a result of the leader's work.
- Application of the modern methods of personnel evaluation in the productivity management.
- General manager practice in the company's portfolio project management.
- Emotional Intelligence of the Chief.
- Coaching as a technique of the best practices transmission and proper interaction with the staff team.
- Marketing strategies of company management.
- Chief's Time Management: effective time management and delegation technologies.
- Management system according to international standards.
- Development of teamwork standards and management documents.
- How to motivate different categories of employees.
- Conflicts and changes resistance management in the company.

SESSION «B2B-SALES»

TOPICS OF MASTER-CLASSES AND DISCUSSION:

- Complicated long sales of products and solutions: basic mistakes and weak points in their conduction, and ways to overcome it. Value creation in consulting B2B sales - sales specialists as an argument in the competition.
- Anticrisis sales management. How to increase the product profitability?
- «Tough negotiations» techniques against Aikido magic.
- How to get «Yes» from any client?
- Sales increasing without investment.
- The components of the modern B2B sales department. Intangible motivation of B2B sellers : How to awake the «sleeping».
- Sales System construction in B2B companies.
- Management of discounts and bonuses, loyalty program.
- Development of sales»scenarios» and KPI for sales staff.
- Who, how and what to teach in the B2B sales department?
- Preparing and conducting for difficult negotiations with clients in B2B sales.
- How to get out of price competition in the B2B and «stand out» with offer for customers?



«BATTLE OF THE BEST COACHES 2015»

Dear participant, please note that during the conference you will be asked to evaluate each of listened master classes right after its completion. The criteria that the Organizer offers you for evaluation: the practical value of the Master Class (to determine whether Speaker has managed to provide tools for solving problems in management and sales for the allotted time (45 minutes), as well as inspire the implementation of changes in the Company).

CONFERENCE PROGRAM

«B2BMaster-2015»

Conference Program

9.00-9.30	Attendees' registration. Morning coffee break, meeting with other participants of the conference.	
from 9.30	Participation in one of the two parallel sessions of your choice - "B2B-Management" or "B2B Sales".	
Session "B2B-Management"		Session "B2B Sales"
9.30-9.40	Opening speech of the Moderator, introduction and acquaintance with the rules of the "Battle's" master-classes evaluation.	Opening speech of the Moderator, introduction and acquaintance with the rules of the "Battle's" master-classes evaluation.
<p>Business in the New World. Trends and ideas. For what it is necessary to prepare right now?</p>  <p>Andrey DLIACH, Best Expert-analyst of the companies' strategies development in Ukraine. Nearly 20 years of development and successful projects implementation on the leading largest brands on the new business level and winning over competitors. «Golden Management Coach» 2012, 2014.</p> <p>CEO of Advanter Group, a representative of an international agency «Luniter troubleshooting» in Ukraine, Ph.D. in Economics, leading expert of Ukrainian Marketing Association, Top Speaker of TradeMaster Group.</p> <ul style="list-style-type: none"> • For 20 years, has implemented more than 800 consulting, research and business projects in Eastern Europe for companies such as Siemens, Panasonic, «Foxtrot», Niko Corporation, MTS, Mercedes-Benz, SportLife, «Alfa Bank» and others. • Andrew Dligach is the best coach and marketing consultant in Ukraine according to annual rating of Ukrainian Marketing Awards. • Advanter Group is recognized as the most competent consultancy company in the field of marketing in Ukraine. 		<p>Anti Pressing in extreme negotiations.</p> <ul style="list-style-type: none"> • Extreme negotiations, easy diving. • The rules of controlling the two negotiating realities. • Anti Pressing management of events' chain. • Skills of agency influence in extreme negotiations. • Rules of dealing with the pressure. • EN-codes while working with pressure. • Methods of pressure counteracting .  <p>Maxim GOLUBEV, business consultant in sales negotiations. Maxim has more than 20 years of practical experience in conducting commercial and international business negotiations. Head of Strategic Sales Development at the International consulting company «BDO Consulting Ukraine».</p> <p>Head of the affiliate consulting Group «Brain Energy» («National Training Agency», «Soft Consulting System», «Trend Ukraine»). Co-founder of one of the largest distribution companies in Ukraine - «Sale Production Ukraine».</p> <p>Maxim Golubev has become the Bronze Coach in 2014 (according to results of the annual «B2B Master»). The winner of the «Battle of the best coaches 2011», «Golden Sales Coach-2011».</p> <p><u>VIDEO WITH COACH</u></p>

CONFERENCE PROGRAM

«B2BMaster-2015»

Company's UPGRADE. Building customer and result-focused company How to Train your COBRA.

- How to effectively manage all organizational levels and organically combined strategic and operational management?
- Customer focus - setting all the business processes of the organization to satisfy the customers' needs, both internal and external.
- How to create a culture of focusing on results?
- How do the head of the enterprise should see a complete picture of the business.
- How to predict and anticipate the appearance of problems?
- How to control the most significant financial and non-financial indicators of the company's activities?
- How to monitor the degree of strategic objectives achievement, business processes efficiency and the work of enterprise as a whole, each of its divisions and each employee?
- What helps to convert huge amount of data obtained from a plurality of information enterprise systems in the information available for understanding?



Sergey DATSENKO, business coach since 1999., **The founder of the «situational leadership» programme in Ukraine.** Practical experience: Head of Training and Development at Trade Department of «Coca-Cola Beverages Ukraine Ltd», Head of Personnel Training and Development at «Bridgetown Foods Distribution Ukraine» Ltd

(TM «3 crust»), Head of Sales «Blitz Flex «Company, «Blitz-Inform», Trading House «Ducat», «Poltava Diamonds Plant «, etc..

VIDEO WITH COACH

Underwater «rakes» of complex sales.

- What are the similarities and differences of complex and simple sales.
- Why have they often become confused even by experts.
- Complex sale in B2B and B2C areas.
- What mistakes do most of even the most experienced «sales people» who work in the field of complex sales. Where do these mistakes lead? What has been revealed in modern research in this area.
- What is the fundamental difference between the complex sales technology and simple sales technology
 - What critical things do complex sales professionals must be able to do for successful sales: Practical tips.

Andrey KRYUCHKOV,
Golden Sales Coach-2012,
Silver Management Coach -2013
(according to the annual «B2BMaster» rate). On reviews - one of the best system of trainers and consultants on sales increasing and change management project implementation.



Experience in business since 1980;
management experience since 1994;
member of the project «Semantic Platform Ukraine».

As a consultant has participated in consulting and training projects for companies «Henkel», «Proforma», «Luks Optyka» (All-Ukrainian optician Network), Hertz (Investment and Construction Group), «UkrSibbank», «Savings Bank of Ukraine», IC «Alfa insurance», IC «AXA «, Utel (telecommunications company), FFS (Network of fast food restaurants «Celentano», «Potato House»), others.

VIDEO WITH COACH

CONFERENCE PROGRAM

«B2BMaster-2015»

Development of teamwork standards and management documents.

• Development of standards and processes in the company are usually disappointing. Everyone understands that standards and processes are necessary, but only some managers can turn them in the effective instrument.

At the master class you will learn:

- How to avoid creating resistance in the process-oriented culture making.
- How is the corporate model for describing processes should be built.
- Will get easy and very convenient processes describing model, which can be easily transformed into a ISO system.
- How to use the process to creation the interaction and initiative of employees.

In addition, Vladimir Malachevsky show:

1. «Live» example of existing standards implementation, operations and processes that have reduced losses, increased profits, and destroyed all the conflicts in real companies.
2. How is «live» model of interaction between professionals in the company is being build on the basis of operations and processes description with the examples of such systems description.

* As a gift all attendees will receive the sample of processes and job descriptions.



Vladimir MALICHEVSKY,
Golden Coach Management 2013,
Certified Management Consultant,
Ph.D., MBA, member of the
Ukrainian Association of
Management Consultants
IMC-Ukraine, managing partner
and an expert of the Institute of
Professional Managers
Certification (IPCM), owner and
leading business coach
Consulting Center IPCM.

Complicated long sales of products and solutions: basic mistakes and weak points in their conduction, and ways to overcome it. Value creation in consulting B2B sales.

Valeriy GLUBOCHENKO,
Golden Sales Coach in 2013,
the best in establishing a system
of sales in B2B companies, has
developed for this aim the authoring
system, placed in the IT-product
which is being used for sellers'
training by hundreds of enterprises
in Ukraine.



In Ukraine and CIS countries seminars and trainings of coach has been attended by more than 23 000 people. Among the clients: BNP Paribas (UkrSibbank), the Corporation «Incom», «Fozzy Group» (a network of supermarkets «Silpo»), Myronivsky Hliboproduct (TM «Nasha Ryaba») and more than 72 projects for small and medium enterprises in Ukraine

Valeriy Glubochenko has been studied from international business coaches - Marc de Yulio, Patrick Valteyna (consulting company «U-MAN», Belgium) and Michael Bang («International School of Sales», England).

VIDEO WITH COACH

CONFERENCE PROGRAM

«B2BMaster-2015»

Motivation and stimulation of employees through a corporate culture.

At the master class you will learn:

- Instruments of the corporate culture express diagnostics.
- Instruments for effective correction of the corporate culture in the right direction for the Company.
- Practical motivational techniques and ways to implement them.



*Eugeny GETMANCHUK, business coach, **founder of Training Company Getmanchuk Group**, one of the **Top 3 best speakers of the conference "FoodMaster-2015"** (for reviews of more than 200 top managers).*

• General manager practice in the company's portfolio project management.

- Management system according to international standards.

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• Sales increasing without investment.

- Management of discounts and bonuses, loyalty program.

• Development of sales»scenarios» and KPI for sales staff.

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LOCATION OF
«B2BMaster-2015»

Hotel and restaurant complex
«Kozatskiy Stan»
Kiev, «Borispolskaya» metro station, Boryspol highway, 18 km

