



Sales Hub

MGA Consulting Ghana Limited  
...partnering to grow your business

# MGA SALES HUB

## 2024



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We Measure Our Success  
By The Growth In Your Business

- Michael Abbiw

**MGA SALES HUB**  
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# MGA SALES HUB

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## INTRODUCTION

MGA Sales Hub is a subsidiary of MGA Consulting Ghana Limited. It is a specialized sales organization focused on providing an array of sales support services and solutions to organizations seeking to transform their sales performance. MGA sales hub is a platform that provides industry insights and best practices to coach sales professionals to enhance their growth at every level, focusing on practical selling skills and ethics that are needed to thrive and become successful in business. We are committed to providing vital corporate advisory in sales, and business strategy as well as comprehensive sales solutions for today's Ghanaian businesses within today's highly competitive market space.

Our unique capability lies in our adaptability and flexibility with regard to a client's particular needs and from a passion for what we do with the strong synergy of business relationships that stretch well beyond many industries. The team at MGA Sales Hub carefully analyzes our clients' budgets and objectives and then tailors the most advanced plans that will achieve the best sales results, from management to the newly recruited sales executive.

Our goal is to provide holistic solutions that are relevant to our sales client's needs and impact their growth. Our solutions are not unilateral but collaborative as we earnestly discuss what has worked in the past and areas our clients feel they need assistance with, thus, focusing on a tailor-made solution to fill their gap(s). We guide clients through the thorniest business issues to arrive at workable solutions using deep industry specialization, world-class expertise, and profound thought leadership.

Increasingly, many organizations are relying on MGA's Sales Solutions as the way forward. Join the team if you are a startup, small firm, or organization seeking to reach the next level. We have always strived to bring different perspectives to the field of sales and training to our partners as we continue to constructively challenge standard patterns of thought and provide clients with new solutions to manage their organizational growth, sales disruption, and new ways to accelerate business growth.

## VISION AND MISSION

MGA's Sales Solution's mission is to be the leading sales organization in Ghana by providing reliable and superior service to maximize our client's sales and financial success.

At MGA Sales Hub, we work carefully to select the right highly trained personnel to manage the business and needs of our clients properly. We believe that the human element is critical to our success. Therefore, we pay attention to our staff's education, training, and development.

The MGA Sales Hub is to instill a culture of continuous development and embrace a customer-centric mindset to create a reputable selling behavior for the success of sales professionals through effective training, workshops, and coaching to enhance their performance.

## OUR PROMISE

1. We understand what we do best, so we assure you of the highest return on your investments which surely impacts on your bottom line.
2. We also promise to assemble the best team with practical experience that can provide the best sales solution to any given situation. Bringing the best brains to resolve your issues is our priority.
3. We understand the changing dynamics of today marketplace and we hereby as part of our proposition provide ongoing impact assessments of our solution to ensure sustained and progressive results.

## OUR SALES SOLUTIONS



## OUR SALES SOLUTIONS

To enable you to meet your objectives, MGA Sales Hub provides the following array of services.

### Training Services

MGA Consulting adopts an experiential-based and student-centered approach in delivering our training services. The process used in the delivery or modes of instruction incorporates theory and practical skill sessions. To enhance training outcomes, theory sessions comprise classroom-based lectures that is interspersed with discussions, scenario-based, videos, and PowerPoint slides format.

This aims to enhance participants' knowledge and abilities in terms of problem-solving and effective services to help grow your business. We strive to make our training programs interactive and intellectually stimulating. The trainings are delivered using case studies, presentations, assignments, and pictorials. These are either preceded or followed by individual or group exercises. Such exercises provide opportunities for enhanced knowledge in dealing with modules of business growth.

### Sales Recruitment

For most organizations, a high-performance sales team is crucial to the success of their business to ensure targets are met and boost future growth. In a tough economic climate, hiring managers can be cautious about increasing headcount and want to be confident that any new hires will add immediate value.

MGA Sales Hub, over the years, has provided end-to-end, real-time recruitment solutions for top, middle and lower-level staff for organizations.

We pride ourselves on our extensive database of over 2,500 skilled salespeople of all levels open to considering new opportunities. But we don't stop there, we make sure that we actively network with sales candidates and employers to ensure the optimum match of skills, experience, and personalities. Working behind the scenes, we assist companies grow through smart and effective sales recruiting for positions at every level. With our expertise and understanding of sales, with the competencies required, we have comprehensive assessment systems for our sales recruiting process.

### Sales Coaching and Mentoring Programs

Our Sales Coaching and Mentoring services are valued byproducts of our distinctive sales experience. We focus core skills on assisting our clients to increase their sales results, by developing sales models, coaching, and establishing goals to effectively manage their sales team to drive performance. Our services also extend to mentoring managers to input appropriate training and sales performance practices that help businesses to balance the needs of growing sales department(s).

### Sales Outsourcing

Our expertise in sales outsourcing increases flexibility and allows the sales team to focus on higher-level tactical tasks or strategies. We help you balance your thirst for growth and expand your sales process through these.

### Sales Strategy Development Services

We provide a research-based review of either an existing strategic plan or help develop a comprehensive company-wide strategy based on the expectations of management. Using historic data and staff capacities, we develop a roadmap to achieve the goals of a company. We conduct staff audits, assessments of revenue generation plans, reviews of field plans to help companies improve their strategic, tactical, and operational strategy development.

We understand the unique needs of every customer. In order to satisfy these unique needs of our clients, we tailor our services to suit them. We also offer the following additional services.

- Coaching and Mentoring
- Business Development Solutions
- Custom-Tailored Solutions
- Human Resources Solutions

## OUR EXPERTS

Our Experts have a minimum of 15 years of corporate experience in business management, change management, business strategy development, and training execution. They are dedicated to helping our clients realize their growth goals through the development of robust solutions and plans that yield desired results. They have worked across diverse industries including banking, insurance, non-profit, logistics, and pharmacy, but regardless of the industry, our systematic approach is predicated on understanding the expected deliverable, being flexible to our customer's unique situations, and being nimble within the process to support the delivery of our clients' objectives.

## OUR LEAD CONSULTANT

Michael Abbiw our Lead Consultant is a certified trainer, a mentor, and a full member of the Chartered Institute of Marketing, Nigeria, UK and Ghana with over 18 years of Management and Leadership Experience in the field of sales and business development. Before joining MGA Consulting, he held various senior management roles in various finance organizations. Starting his career as a sales executive through to the role of Chief Executive Officer, Michael has developed various capacities through learning and practical field experiences that creates a better understanding for him to deliver the best for our clients. He serves on various boards both (government and private) organizations providing strategic directions to those organizations. He presents knowledge into organizations that usually positively disrupt organizational thinking for sustained growth and development.

## WHY CHOOSE MGA PROGRAMS



## WHY CHOOSE MGA PROGRAMS

### Our Programs:

All our programs are developed by high-performing professionals who respond to the current needs of the market. They are endowed with hands-on experience and possess command over program topics. All our training programs are practical in nature and address real-world problems at the workplace.

### Our Participants:

Our participants have always rated us above 90% in all our training programs. They also integrate the skills acquired into their day-to-day lives immediately, resulting to quick and visible progress and behavior change.

### Our Facilitators:

Our facilitators are industry trained and with a minimum of 10 years of professional experience. They are at the top of their game. They share practical experiences of their successes to enable you and your team Grow your Business FAST.

Our sales coaching solutions guide sales professionals to discover how to achieve their objectives, through a formal process of individualized teaching to improve performance, achieve goals and drive consistent sales.

## WHO BENEFITS?

We have programs designed for Beginners, Officers, Supervisors, Managers, Executive Management and Board Members. We also have specialized programs for the whole range of employees involved with the acquisition and retention of business for the organization. Our programs are also well suited for entrepreneurs and business owners within industries like banking, insurance, industrial & manufacturing, pharmaceutical, technology & telecommunications, professional and business services industries.

## OUR METHODOLOGY



## OUR METHODOLOGY

### Training Types:

Our training program is both In-House Tailored Solutions which is cost-effective, high impact, flexible, opportunity for team building, and convenient, and Public Training Programs which involves sharing of experiences with people from diverse companies and industries.

### Delivery:

We provide both a relevant context for training, as well as an excellent training manual for reference after training. Practical individual and group assignments are conducted at the end of every module of the training program. Scenarios and Case Studies are focused on delivering solutions for the specific organizations represented in the training program.

### Individual Action Plans:

The participants develop an action plan for immediate implementation or execution of the skills acquired at the end of each training session. Copies of the written plan is given to the immediate supervisor for inspection and monitoring.

### Follow-Up and Coaching Support:

MGA Consulting provides coaching and follow-up support to monitor performance and provide guidance to enhance and improve productivity and profitability. This service is provided at an additional cost.

## OUR FEES

We value every client relationship, and we always strive to build lasting relationships by providing cost-effective solutions that consider the client's budget and the impact they hope to achieve.





## MGA CUSTOMER SERVICE EXCELLENCE

### Introduction

Customer Service Excellence is the new battleground for gaining a competitive advantage. Offering quality products or services is no longer enough; it is the bare minimum. Neither is it cheaper. Today's customers expect seamless experiences, characterized by personalization, real-time service, and consistency. The ability to provide outstanding customer service and positive customer experiences often makes the difference between gaining and keeping a customer or losing one.

### Course Content

The content of the training aims to equip participants on how to understand customer needs, effective communication, problem-solving, building positive relationships and cultivating customer-centric mindset to achieve customer service excellence.

### Course Objectives

At the end of the training, participants would be able to:

1. Understand the Importance of Customer Service
2. Identify and Understand Customer's Needs.
3. Identify the Behavioral Styles of Customers
4. Improve on Communication with Customers
5. Deal Effectively with Difficult Customers
6. Build and Maintain Customers Relationships
7. Utilize Technology in Customer Service
8. Adopt and Implement a Customer-Centric Culture

### Benefits of Programs

1. 2 days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### Who is the Program Intended For?

Specially designed for Customer Service Executives, Front Desk Executives, Human Resource Managers, Project Managers, Budget Managers, Estate Managers, Relationship Managers, Corporate Affairs Officers, Personal Assistants, and Cashiers.

The program is also available for Sales & Marketing Executives, Sales Officers & Sales Agent.



## **MGA EFFECTIVE® EMOTIONAL INTELLIGENCE AND PROFESSIONALISM**

### **Introduction**

Success at the workplace is not only defined by what we know but also by how we manage relationships and showcase professionalism in the workplace. Emotional intelligence, is regarded as the ability to understand and manage one's emotions while manage the emotions of others, is increasingly recognized as a key differentiator in the workplace. professionalism on the other hand is a strategic asset that goes beyond technical proficiency, professionalism encompasses e ability to navigate diverse work environments with tact, integrity, and interpersonal skills such as communication and etiquette to time management and networking.

### **Course Content**

The content of the training aims to equip and empower participants with the knowledge and skills needed to cultivate emotional intelligence, enhance interpersonal effectiveness, and elevate their professional standing at the workplace.

### **Course Objectives**

At the end of the training, participants would be able to:

1. Understand Emotional Intelligence and its Components.
2. Build Self-Awareness in Professional Settings.
3. Building and Managing Professional Relationships.
4. Develop and Implement Strategies for Emotional Self-Regulation.
5. Know how to Resolve Conflicts and Team Dynamics.
6. Application of Emotional Intelligence (EI) at the Workplace
7. Improve Effective Communication and Interpersonal Skills.
8. Develop Good Ethics and Integrity in Professional Settings

### **Benefits of Programs**

1. 2 days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### **Who is the Program Intended For?**

The training is specially designed for All Staff.



## MGA STRATEGIC ACCOUNT MANAGEMENT

### Introduction

The ability to build relationships with clients and nurture them into strategic, long-lasting accounts hinges on account management. Managing key or major accounts and maximizing potential requires a different set of skills than selling. The effective and professional management of key accounts is critical to salesperson's success and that of their companies.

### Course Content

The training aims to provide participants with skills to maximize the value derived from important accounts by understanding their unique needs and aligning the organization's resources to meet those needs effectively.

### Course Objectives

At the end of the training, participants would be able to:

1. Evaluate and Prioritize Accounts
2. Identify Different Strategies Needed for Different Account Types
3. Nurture Client Relationships
4. Identify and Influence the Decision-Making Units Within your Accounts.
5. Effective Planning for Approaching Key Account Negotiations
6. Improve Communication and Collaboration
7. Develop Strategies to Protect Accounts from Competitive Threats
8. Mitigate Unexpected Client Turnover

### Benefits of Programs

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### Who is the Program Intended For?

Specially designed for Account Managers, Key Account Managers, Relationship Managers, Sales Managers and Client Relationship Managers.



## **MGA EFFECTIVE® SELLING AND NEGOTIATION SKILLS**

### **Introduction**

In a competitive market, business survival lies in the skill set of the sales workforce. Due to the complexity of modern selling, sales personnel require a creative, easy-to-use, problem-solving approach to fulfilling customers' needs in a value-added manner. This serves as the differentiating factor for a Company's products and services from its competitors as it shows a practical enhancement to business. The ability to negotiate and achieve favorable outcomes is a critical skill seat for professional salesperson. the fusion of a good negotiation skills and selling skills will have achieve organizational goals.

### **Course Content**

The training aims to provide participants with skills and knowledge to explore key principles of effective selling, including understanding customer needs, building relationships, and mastering negotiation techniques.

### **Training Objectives**

At the end of the training, participants would be able to:

1. Understand the Significance of The Sales Process
2. Define the Sales Cycle and its Stages.
3. Understanding the Basics of Negotiation Skills.
4. Building Rapport and Establishing Trust in Negotiation
5. Handling Difficult Negotiation Situations
6. Effectively Communicate in Negotiation.
7. Improve their Presentation Skills.
8. Develop and Implement Positive Attitude to Win Sales

### **Benefits of Programs**

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### **Who is the Program Intended For?**

The training is specially designed for Sales & Marketing Executives, Sales Officers, and Sales/Branch Managers.



## MGA EFFECTIVE® DIGITAL SELLING

### Introduction

The strategy of reaching a variety of your target audiences across various digital channels to attract, engage, and convert them to consumers is known as digital selling. The purpose of digital selling is to reach customers where they spend most of their time online and provide a simple and accessible option for them to purchase items or services. The widespread usage of internet-connected gadgets has made it simpler to reach, engage, and convert individuals online. It is important to grasp the impact of new technology on business organizations.

### Course Content

The training is to equip participants with effective tactics for selling products and services utilizing digital platforms, driving revenue, and turning prospects into customers in order to reach sales targets, among other things.

### Course Objectives

At the end of this, participants would be able to:

1. Understand the Concept of Digital Selling
2. Appreciate the Essence of Digital Selling in Today's Era
3. Generate Leads Using Digital Strategies
4. Identify Digital Selling Techniques
5. Effectively Sell Via Social Media
6. Optimize Website for Effective Online Selling (Website Optimization)
7. Identify and Apply Digitization through the Sales Value Chain
8. Identify Challenges and Solutions to the Digitization Process

### Benefits of Programs

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### Who is the Program Intended For?

Specially designed for Sales and Marketing Managers, Business Development Officers, Unit Head, Sales Officers, Sales and Marketing Executives, and Distribution Officers.



## MGA STRATEGIC SALES AND MARKETING PLANNING

### Introduction

Strategic sales and marketing planning involves the development and implementation of a comprehensive, well-thought-out strategy to promote and sell products or services. It is a crucial aspect of overall business strategy, as it aligns the organization's sales and marketing efforts with its broader goals and objectives. The primary purpose is to drive revenue growth, enhance market presence, and build lasting customer relationships.

### Course Content

The Content of this training is to equip participants with the knowledge and skills needed to explore the principles and practices involved in developing and implementing effective strategic sales and marketing plans.

### Course Objectives

At the end of the training, participants would be able to:

1. Understanding the Importance of Strategic Planning in Sales and Marketing.
2. Identify and Implement Steps in Developing an Actionable Market Plan
3. Aligning Sales and Marketing Goals with Organizational Objectives.
4. Analyze Market Trends and Develop Customer Segmentation Strategies.
5. Conduct a SWOT Analysis for Effective Planning
6. Develop Sales and Marketing Strategies to Enhance Sales and Marketing Activities
7. Allocate Budgets and Resources Based on the Priorities
8. Establishing Key Performance Indicators to Evaluate and Measure Success

### Benefits of Programs

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### Who is the Program Intended For?

Specially designed for CEOs/MDs, Sales Managers, Branch Managers/Unit Heads, and all Middle to Top Level Management.



## **MGA EFFECTIVE® SELLING: A RELATIONSHIP SELLING APPROACH**

### **Introduction**

Companies count on their sales and marketing teams not only to sell products but to lay the groundwork that makes it happen. Sales, in general, is also undergoing some pretty radical changes; the buyer is in charge, new ways of transacting business are coming up, and technology is transforming the sales process. As a result, salespeople are trying to find their place in these changing environments to sell effectively to meet their targets and their customers but seem to face challenges along the way. Salespeople need to understand the changing sales environment, the changing needs of the customer and identify effective selling techniques they can adopt to win sales and customer loyalty.

### **Course Content**

The training seeks to enable sales leader (s) to appreciate the benefits of relationship selling focused on building relationships and interactions between the buyer and the salesperson, rather than the price or details of the product, and effectively use the knowledge to increase sales.

### **Course Objectives**

At the end of the training, participants will be able to:

1. Demonstrate Knowledge of Your Company and Its Products/Services.
2. Identify Your Customers, Their Behavior and Their Needs.
3. Research and Make an Approach to Win a Potential Customer.
4. Develop Content for Sales Presentation and The Format to Use.
5. Identify and Handle Objections Before They Happen.
6. Master the Art of Closing a Sale Successfully.
7. Build Effective Customer Relationship.
8. Maintain Relationships After a Sale is Closed.

### **Benefits of Programs**

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### **Who is the Program Intended For?**

Specially designed for CEOs/MDs, Sales Managers, Branch Managers/Unit Heads, and all Middle to Top Level Management.



## **MGA EFFECTIVE® SALES LEADERSHIP AND MANAGEMENT**

### **Introduction**

A successful sales manager's job is to provide clear direction and support to his/her team(s), enabling them to excel and develop to reach their full potential. Star performers are, however, mostly promoted to management positions without having the leadership and management skills required to be effective in their roles. This implies that Sales Managers may know how to sell, but not how to lead a team. There is a need to redefine sales leadership and addresses the knowledge, skills, and competency gaps of sales managers in adapting to their roles. This will increase effectiveness and achieve higher productivity in the organization.

### **Course Content**

This training aims to enable participants to grasp the fundamental skills they require to implement management and sales strategies, manage sales pipelines, increase sales performance, and motivate a highly productive sales team(s). It will enable participants to understand their responsibilities and adapt strategies to become more effective in their roles in today's competitive business environment.

### **Course Objectives**

At the end of the training, participants will be able to:

1. Transition to Sales Management
2. Understand Their Role as A Sales Leader
3. Set Sales KPIs and Metrics for Field and Remote Sales Teams
4. Understand and Manage Sales Pipelines
5. Develop and Implement Sales Strategies for Field and Remote Sales Teams
6. Enhance Communication Among Team Members
7. Train, Coach, and Counsel Sales Team Members for Performance
8. Effectively Manage Sales Performance and Motivate Sales Team

### **Benefits of Programs**

1. 2-Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away
5. Official MGA Consulting Certificate of Completion

### **Who is the Program Intended For?**

Specially designed for All Sales Managers, Supervisors, and Branch/Unit Managers.

## CAPACITY BUILDING TIMETABLE – 2024

All MGA Consulting's **Public Training Programs** Are Also Available for **In-House**.

Training Topic	Month	Date	Venue	Fee GHS
MGA EFFECTIVE® Selling and Negotiation Skills	February	20th & 21st	Accra	2,500
MGA Customer Service Excellence	February	27th & 28th	Accra	2,500
MGA EFFECTIVE® Sales Leadership & Management	March	12th & 13th	Accra	2,500
MGA EFFECTIVE® Strategic Account Management	March	26th & 27th	Accra	2,500
MGA EFFECTIVE® Emotional Intelligence and Professionalism	April	16th & 17th	Accra	2,500
MGA EFFECTIVE® Selling: A Relationship Selling Approach	April	23rd & 24th	Accra	2,500
MGA EFFECTIVE® Digital Selling	May	7th & 8th	Accra	2,500
MGA EFFECTIVE® Selling and Negotiation Skills	May	21st & 22nd	Accra	2,500
MGA Customer Service Excellence	June	6th & 7th	Accra	2,500
MGA EFFECTIVE® Sales Leadership & Management	June	25th & 26th	Accra	2,500
MGA Strategic Account Management	July	9th & 10th	Accra	2,500
MGA EFFECTIVE® Emotional Intelligence and Professionalism	July	23rd & 24th	Accra	2,500
MGA EFFECTIVE® Selling: A Relationship Selling Approach	August	6th & 7th	Accra	2,500
MGA EFFECTIVE® Digital Selling	August	27th & 28th	Accra	2,500
MGA EFFECTIVE® Selling and Negotiation Skills	September	10th & 11th	Accra	2,500
MGA Customer Service Excellence	September	24th & 25th	Accra	2,500
MGA EFFECTIVE® Sales Leadership & Management	October	8th & 9th	Accra	2,500
MGA Strategic Account Management	October	22nd & 23rd	Accra	2,500
MGA EFFECTIVE® Emotional Intelligence and Professionalism	November	5th & 6th	Accra	2,500
MGA Strategic Sales and Marketing Planning	November	26th & 27th	Accra	2,500
MGA EFFECTIVE® Selling: A Relationship Selling Approach	December	10th & 11th	Accra	2,500

### NOTE:

**Mode of Training:** In-Person for Each Training **Time:** 9am – 3pm Each Day

## OTHER TRAINING PROGRAMS

### **MGA EFFECTIVE® SELLING: UNDERSTANDING THE SALES PROCESS**

#### **Training Summary**

In a competitive market such as the insurance industry, business survival lies in the skill set of the sales workforce. Due to the complexity of modern selling, sales personnel require a creative, easy-to-use, problem-solving approach to fulfilling customers' needs in a value-added manner. This serves as the differentiating factor for a Company's products and services from its competitors as it shows a practical enhancement to business. Understanding how best to sell products or services to prospective customers and clients can increase the Company's revenue, boost the business profile, and send sales skyrocketing. The training seeks to instill specific skill set needed for your sales professionals to adequately position the value of your products/services (that are intangible, complex, and abstract) to drive sales and maximize revenue.

### **MGA EFFECTIVE® AGENCY SELLING: TAKING SALES TO THE NEXT LEVEL**

#### **Training Summary**

The sales force is the front line for revenue generation and growth of every business. The sales team needs to be effective, agile, and be able to find and close sales opportunities regardless of the industry the business finds itself. In an economy where the customer is king, salespeople need to develop professional selling techniques that are not only focused on increasing sales but also on building great relationships with customers. The training seeks to improve the skill set and techniques of sales agents to take advantage of sales opportunities and aggressively expand business through customer-centric relationship-building techniques.

### **MGA EFFECTIVE REMOTE SALES TEAM MANAGEMENT**

#### **Training Summary**

Covid-19 has changed the world given the nature of sales; salespeople have been severely affected in terms of the new restrictions on their day-to-day activities. Now, more and more Sales Teams are working from home, and keeping these people busy for over 40 hours per week is a challenge. Thus, there is the need to develop new skills, communication methodologies, and techniques to get the best out of teams and improve organizational and personal performance. Managing a remote sales team is different from managing a team that is physically present and requires a different set of skills for success. This training seeks to introduce Sales Managers to these skills needed to make remote sales management easier.

### **MGA EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT**

#### **Training Summary**

In today's challenging and client-focused market environment, customer retention is a key indicator of business success; your lost customer is your competitors' gained customers. There is the need to innovate and assume a proactive role in retaining clients, especially with the rising costs of getting new clients. An effective customer relationship management strategy nurtures key customer accounts and encourages customers to remain loyal to a company's brand.

This training seeks to equip participants in acquiring techniques for planning and executing profitable customer retention strategies with an ideal blend of online and offline marketing and customer service. By adopting these customer retention strategies, customer churn is reduced by building a customer-focused culture that improves long-term retention rates.

### **MGA EFFECTIVE STRATEGIC PLANNING**

#### **Training Summary**

Many institutions have ambitious plans for growth, but few realize them. Growing an organization means reviewing current plans, developing new plans, getting all staff on board and implementing such plans effectively. The Strategy Planning training program seeks to equip industry leaders to understand their constraints, develop realistic visions and plans and effectively implement strategies that will respond to their specific organizational needs.

### **LEADING EFFECTIVE AND HIGH-PERFORMANCE TEAMS**

#### **Training Summary**

A shared vision, mission, integrity, trust, relationship building, and high-performance inspiration are all important building blocks of successful teams. Results from teams are not automatic hence requires specifically cultured behavior and routines and the implementation of key strategies that gets everybody on the same page. Leading Effective and High-Performance Teams training is a specially designed training to enable leaders build, develop, implement, and review effective team dynamics that boost overall productivity of their subordinates.

### **MGA EFFECTIVE BANCASSURANCE MANAGEMENT**

#### **Training Summary**

Bancassurance has made its way across the world as an increasingly important distribution channel within the global insurance industry, holding an ever-higher penetration rate within many regional markets. Bancassurance continues to take a central role in the strategy of a large number of banks of today. Insurance products distributed through the banking channel appear as the natural choice for mass-market clients looking for simple and low-cost products available from a trusted financial institution. Despite these favorable dynamics, the ability of bancassurance executives to leverage on these opportunities can be challenging. There is the need for managers of these model to effectively manage the system and their staff to maximize productivity. The objective of this training is to equip participants with the knowledge and skills to enable them to effectively manage the bancassurance model and its processes, build and maintain an effective bancassurance sales agency channel.

## OUR TRAINING PROGRAMS & DELIVERY MODES

Here at MGA, we possess state-of-the-art infrastructure and expertise capable of supporting an organization`s desired mode of training delivery. We believe in providing a variety of training delivery modes that best satisfy client expectations, and interests, and present the utmost convenience to clients and trainees. Our delivery options include the traditional classroom/in-person/physical tuition where trainees will have one-on-one engagements with facilitators as well as online sessions where trainees are taught and nurtured with clear diagrams, full-colour images, videos, and online examination as well as other online education materials relevant to the customer`s training needs. With the hybrid option clients are presented with a combination of both traditional in-class learning and eLearning. Our delivery modes allow clients to customize the training schedule to suit their availability and convenience.

### In-House Training Programs

Our in-house physical training offers bespoke solutions to internal staff within an organization that will yield success for the organization and keep staff motivated. This mode of training gives you the opportunity to have our sales experts teach related skills, or knowledge to your employees and coach them on how to increase the quality and efficiency of their capacity and the organization.

PHYSICAL

VIRTUAL

HYBRID

### Public Training Programs

This is a much more open participation program that brings together a variety of participants or organisations under the tutelage and guidance of our world-class facilitators. The training brings together a cluster of participating firms with shared interests, goals, expertise, market as well as challenges thereby constituting an industrial community. Our Public Training Programs give participants the opportunity to learn from their competition, interact with related firms and experience real-time industrial conditions through drills and simulations coordinated by our facilitators. The Training program is much suited for up-and-coming businesses keen on identifying new innovations, markets, and potential challenges to deliver higher values, create solutions and guarantee return on investment. The training covers critical business development and sustainability issues and exposes clients to several trouble-shooting principals and case studies while exploring different solutions to industrial problems. In every simulation or test run, participating firms will be given specific industry problems to be addressed after which, our bespoke facilitators will aid in revising their choices and decisions.

PHYSICAL

VIRTUAL

HYBRID

### MGA Digital Learning Platform

It enables sales professionals to develop and apply the right selling skills at the right moment to win the sales and drive revenue. At MGA, our Public Virtual Training programme is designed to address the training needs of companies and entrepreneurs who would not want to halt production for any reason or deal with the fuss and stress of conducting in-person interactions with trainers but would want to have the opportunity to learn from and interact with fellow industry players. This training is held in a virtual environment where participants are exposed to top-notch tutorials from an excellent team of instructors as well as an opportunity to interact and learn first-hand information about other industry players and even their competitors who have signed in on the programme with just a simple click on a computer device. The modes of delivery for this program are stated below.

**SELF-PACED****INTERACTIVE****CONTINUOUS****AAA**

### In-House Training Programs

This programme is reserved for business development coaches, facilitators, and instructors on a mission to improve their skills, be more effective and abreast themselves with emerging trainee, employee and business needs as well as their challenges. The programme offers participants a combination of subject knowledge and strong training skills and know-how. Moreso, participants are taken through vigorous confidence building routine and a variety of capacity building exercises conducted by much seasoned facilitators with extensive practice and experience both in the local and international domain.

**PHYSICAL****VIRTUAL****HYBRID**

## SECTORS OF OPERATION

Our company`s consultancy experience and expertise span across a vast array of industries including marketing, information technology, operational movement, and corporate strategy among others. Even with our sector of operations representing a somewhat wide scope of businesses and operational sectors, we provide industry-specific experts who offer professional advice, guidance, and actionable solutions to clients experiencing issues they cannot deal with in-house. To define our sector of operations if a difficult task because in MGA our overriding aim is to simply analyze client needs and device potent strategies to addressing those needs. Presented below is a description of targeted sectors and the impacts our training programs hold in those arears.

### Insurance

The contemporary insurance industry is facing growing intricacy and intensified market competition with new products and services being developed at a frantic pace. In view of the emerging conditions insurance companies are devising new ways to identify, attract and maintain their markets were as firms unable to capitalize on the ever-changing industry are weaning out. The MGA Sales Hub provides insurance firms with the required training, marketing, and planning needs to enable them stay ahead of their competition in every growing insurance industry. Our programs will also nurture clients on how to remain efficient, address specific company challenges and provided all that is needed to bring an insurance agency to the next level of business prominence.

### Banking & Financial Industry

The current relentless technological changes and ever-evolving regulatory requirements bring much dynamism to the banking and financial industry. For a financial institution in search of ways to build resilience, identify opportunities and manage risk in this high-velocity industry would have all their needs meet when enrolled in the MGA sales, planning and marketing hub. Our programs and facilitators are vest in information gathering and executing trades, the art of negotiating with clients, developing business plans, financial modelling, researching financial market conditions and presenting appropriate financial solutions to clients.

### Manufacturing & Trading

MGA`s marketing, planning and sales hub breeds consultants and facilitators enthusiastic and knowledgeable in providing advice, nurturing production ideas and implement business ideas under ambiguous situations. Our training programs offer tutorials in big data analysis techniques, IT strategies among other critical areas brooding the manufacturing and trade industries opportunities and challenges. As a world-class sales consultancy firm, we provide fellow sales and manufacturing firms hands-on experience to spot opportunities, decide the right distributions centres and become industry leaders.

### MSME Industry

As new or up and coming business establishments, the need to enrol in our training programs cannot be over emphasised as they offer a wide spectrum of technical service and training to firms in the MSMEs industry. Our programs provide the industry players techniques and strategies to improve managerial processes, create an enabling environment for the promotion and development of their firms as coaching to achieve optima output and productivity. Our programs are also focused on aiding and directing MSMEs to access finance, attract investments, and enhance their risk management capabilities.

## OUR PARTNERS



Ghana Enterprises Agency



Ghana Cylinder Manufacturing Co. Ltd.



Ghana Revenue Authority



Bulk Oil Storage and Transportation



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



SIC Insurance Company Ltd



Enterprise Insurance Company Ltd



Glico General Insurance Co. Ltd



Insurance Brokers' Association Of Ghana



Vanguard Assurance Co. Ltd



KEK Insurance Brokers Ltd



Chartered Insurance Institute Of Ghana



DKT International Ghana



PDSA Company Limited



Axis Pensions Trust Limited



Access Bank Ghana



National Insurance Commission



First Bank of Nigeria Limited



Star Assurance



Lordship Insurance & Consultancy Ltd.

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# MGA SALES HUB

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