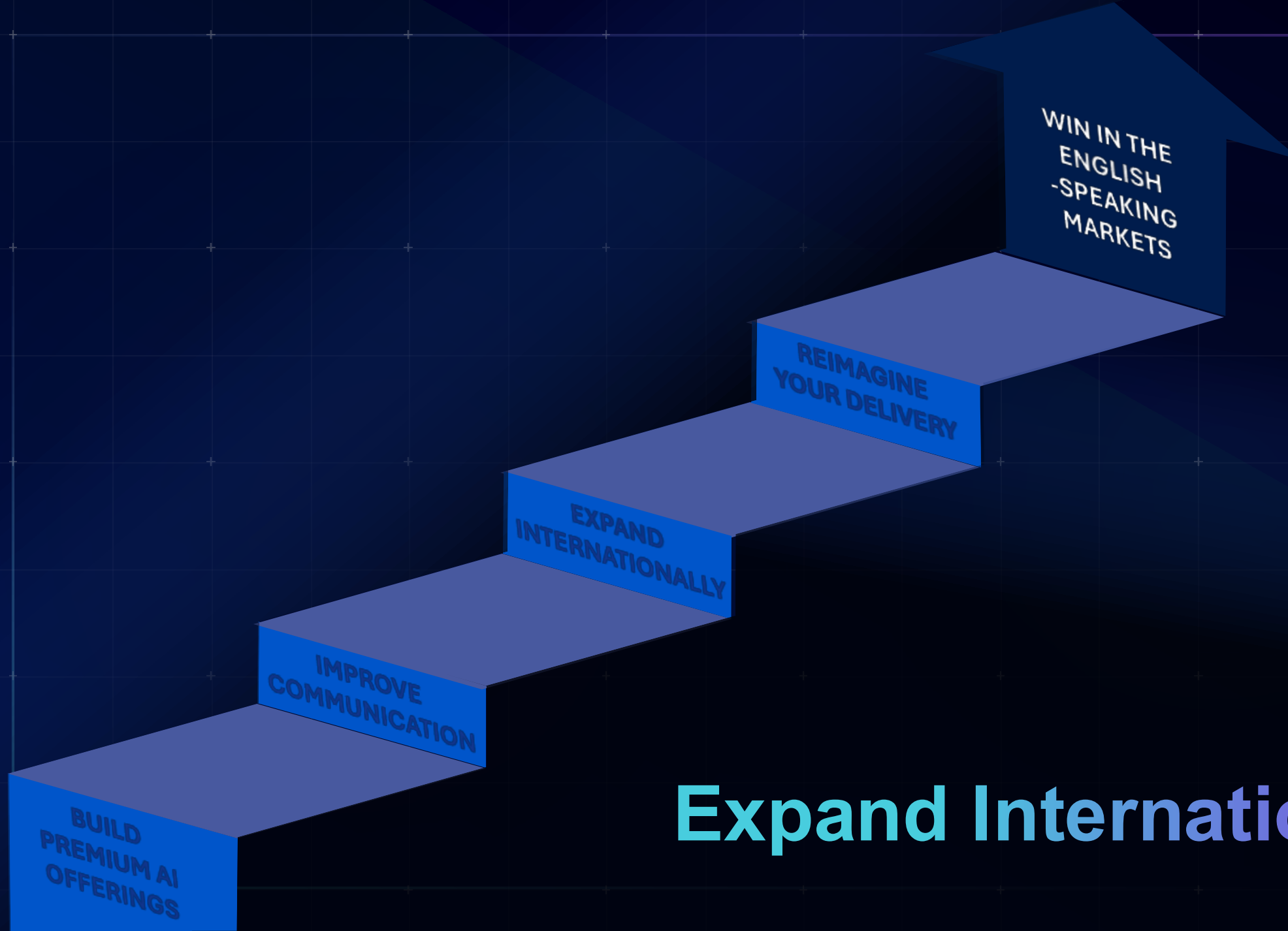




Expand Internationally

Is your sales engine built for repeatable English-speaking market wins?

The Cost of Founder-Led, Ad-Hoc Selling:

- ✗ 70% of Vietnam IT firms rely on founders and relationship-based approach to sell which fails with enterprise client procurement processes
- ✗ Win rates <20% and heavy discounting for SMEs to beat competitors on price
- ✗ Average sales cycle 12+ months, ineffective pipeline generation, stalling cash flow and headcount planning
- ✗ Only a few opportunities come from existing clients → low account expansion & flat margins
- ✗ SME buyers demand 20-30% discounts and lack budgets for large IT initiatives



Make Sales Your Super-Power:

- ✓ Founder time freed: leadership focuses on strategy while A-players close
- ✓ Enterprise sales methodology that converts Fortune 500 prospects vs. <10% relationship-based selling
- ✓ Win rate uplift of 15%+ with value-based discovery & consultative selling and tailored proposals
- ✓ Sales cycles cut 30%+ via structured ICP targeting & deal governance
- ✓ Strategic partner status with 60%+ of clients eliminates discount wars and enables recurring revenue

Predictable revenue = stronger margins, growth you can staff, and higher company valuation.

*How much revenue are you leaving on the table
by sticking with random acts of selling?*

The Choice Is Yours

Continue Struggling

- X One or two whales decide your year
- X Founders must jump onto every late-stage call to rescue the deal
- X Leads stall because reps can't quantify client ROI
- X Pricing races to the bottom
- X Career sellers (professional sales staff) leave for companies with real sales enablement /engine
- X Unable to build a senior referral network in target goes

OR

Build a Scalable Growth Engine

- ✓ Build a consultative selling practice to become a strategic truster advisor to clients (not vendor)
- ✓ Launch a repeatable GTM playbook in just 8 weeks
- ✓ Win in enterprise clients market doubling the average deal size and trimming the discounts trimmed to < 5 %
- ✓ 90 % forecast accuracy with clear and realistic KPIs & effective deal reviews
- ✓ Retain talent by offering coaching, playbooks that work

Join our:

International Sales Leadership Xcelerator for IT Services Leaders

*Turn Your IT Services into a Predictable, Western-market-ready,
High-Velocity Revenue Engine in just 8 weeks*

[*Inquire or Book Now*](#)

International Sales Leadership Xcelerator for IT Services

Go beyond theory, build practical action plans to turn your organization into a predictable, western-market-ready, high-velocity revenue engine in just 8 weeks.

Program Overview & Benefits

Who is it for: Commercial leadership teams in IT services companies, C-suite aiming to boost international sales results

Key Benefits:

- Build a solid sales foundation of structure, process, and cadence
- Boost lead generation and conversion rates for measurable results
- Master consultative selling techniques to build stronger client relationships in the western markets
- Develop winning proposals and close deals more effectively
- Implement strategies for sustained account growth and retention

Format & Timeline: 8-Week Blended Program: Kick-off & Capstone in person; 6 virtual lab sessions of 2-hr

This practical bootcamp, program combines focused in-person workshops with convenient virtual sessions to deliver practical, actionable sales strategies. Participants will develop customized approaches to sales strategy, lead generation, consultative discovery, proposal development, and deal closure techniques. Going beyond just training, this program works hand in hand with each company to build its own sales playbook through real challenges throughout the course.

Your Key Challenges

Unstructured GTM strategy and planning

Small funnel/lead generation, lack of clarity on where the next deal will come from

Unpredictable sales cycles and conversion timelines

Low win rates and priced-based competition

Ad-hoc sales execution and tracking, unclear accountability

Expected Impact

Clear ICP, UVP, and GTM motion, focused efforts and markets

Improved funnel coverage to hit sales targets

Improved conversion by additional 10%, predictable close dates, sales cycles shortened by 15%

Win rates up by 15% with margins/deal size up by 5%

Best practices in sales cadence and deal ownership; improved clarity and consistency

Hybrid Bootcamp: Agenda and Program Details

Master strategic planning → Run a repeatable process → Coach high-performing teams

Program Details

Cohort & Support:

3–4 Companies, 2–3 participants each

- Pre-Program Assessment to tailor content to your team's needs (2 weeks prior)
- Post-training monthly check-ins for 3 months to sustain momentum
- Monthly **guest speakers (senior leaders)** and Q&As with Western sales leaders

Program Requirements:

- Sales or commercial leadership in the company
- Commitment to attending the sessions
- Commitment to completing the assignments

Wk	Module	Module Overview & Outcome	Assignment
-2	Pre-Program: Assessment & Preparation	Share out questionnaires to assess current state, potential interviews and follow-up questions	
1	Foundations & Current State Analysis (In-Person)	Program overview and expectations, sales foundations, ICP & UVP development frameworks, GTM market motion	ICP & UVP, current process documentation, sales metrics from previous months
2	Target Market & Positioning	Market segmentation principles, value proposition development, differentiation in a crowded market	Refine ICP & UVP, tailor value proposition, identify 10-15 clients
3	Lead Generation Strategy	B2B lead generation strategies, multi-channel approaches, content development, metrics	Develop 3 channel strategies, create one piece of content, establish metrics
4	Sales Conversations & Discovery	Master consultative questioning to uncover executive-level drivers, objection handling	Develop a company-specific discovery, role play calls, schedule actual calls
5	Proposal Development & Pricing	Solution packaging, pricing strategies, proposal structures, ROI calculators	Create/review proposal templates, develop tiered/value pricing, create an ROI calculator
6	Deal Closure Techniques	Apply closing plays, handle objections, negotiate win-win terms, urgency without discount	Create objection handling for top 5, review some pending deals, apply lessons learned
7	Account Management & Growth	Onboarding & customer success, identifying cross- and up-sell opportunities, team handoffs	Analyze top 5 accounts, create account growth plans, establish client success metrics and reporting
8	Integration & Implementation Planning (In-Person)	Review concepts learned into framework, develop a 90-day implementation plan, new sales metrics and cadence	Success metrics: lead generation volume, lead-to-opportunity conversion rate, sales cycle duration, average deal size, win rate

Sales Leadership Acceleration Program for IT Services

Meet the Instructor

Sami Ammous is a senior sales executive and founder of Kyadah, a consulting and mentoring firm in Singapore that helps tech companies scale through sharp go-to-market execution and leadership transformation. With deep experience leading high-performing teams across APAC and the Middle East, Sami is known for turning complexity into clarity – and underperformance into momentum.

Over the past 20 years, Sami has held executive roles at Avaya and Cognigy, where he built and led regional operations, led **sales teams of up to 150 people across APJ** and managed **over \$150m in revenue**, in addition to driving multi-million-dollar wins, and shifting legacy sales models toward cloud-first, outcome-focused strategies. His track record includes transforming sales cultures, boosting customer adoption, and creating engaged, empowered teams across diverse markets.



Sami Ammous

Singapore/Middle East

- Senior sales executive and founder of Kyadah
- Over 20 years of sales leadership, managed teams of up to 150 sales professionals, responsible for over \$150m in yearly revenue
- Former VP of Sales APJ at a global IT Services and Consulting company with ~\$3 billion annual revenue and workforce of ~10,000

Pricing and timing – International Sales Leadership



Next Cohort Start Date: On-Request

[Express Interest Now](#)

[Book a Free 1h Consultation Call](#)

Prices exclude 8% VAT

	1 seat per company (price per person)	2 seats per company (price per person) 20% DISCOUNT	3+ seats per company (price per person) 30% DISCOUNT	Additional Benefits	Single-Company Private Xcelerator (price per company)
Standard	\$3,100	\$2,480	\$2,170	-	\$15,900
		Includes a pre-program consultation with a diagnostic for your leadership team and post-course 1:1 strategic roadmap session (\$1,500 value) + exclusive 1-hour ROI coaching call (\$600 value)			Inquire Now

Referral Bonus: Any company that refers another company who purchases 1+ seats — both get maximum discount available for this program. To refer, send an email to your contact about our program and add tony@vitx.global in CC.

100 % Risk-Free: If your organization hasn't improved deal conversion rate by additional 3%-5% within 12 months of completing the program, we'll refund your full fee, assuming the playbooks were fully applied.

ITO Capability Development Program

Powered by world-leading international experts.

Transform from low-cost commodity supplier to market leader.

- ✓ *Build AI-native service offerings to improve client value proposition, achieve premium pricing*
- ✓ *Build AI-native models to optimize cost of operations and scale faster*
- ✓ *Master western client communication to improve sales conversion rates*
- ✓ *Become the preferred partner through enterprise-ready service offerings, (pre-)sales, development, delivery and upsell*
- ✓ *Build a sales engine to unlock \$2M+ in new revenue opportunities*
- ✓ *Get ready for investments and strategic partnerships to grow your business*

Join now, limited seats available!



Organizations that graduate the program will be invited to the vitX vendor pool for global sales.

[Inquire or Book Now](#)

Contact us and book a consultation call today:

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Visit www.vitx.global/xcelerators for more info.



Your Strategic **Growth** Partner

Elevating the Vietnam IT Industry onto a Global Stage by Empowering our Vendor Network with M&A Advisory, Capability Building, and Market Expansion.

vitX Overview

As a strategic partner for Vietnamese IT service vendors, vitX connects you with global growth opportunities and investment channels to maximize your business potential. Whether you're seeking to expand into new markets, attract investment, explore acquisition opportunities, or enhance your service capabilities, we provide the expertise and network to position your business for optimal valuation and sustainable growth in the competitive tech marketplace.

Our vision is to become the most trusted partner for IT service community looking to elevate their market position—unlocking new revenue streams, facilitating strategic investments, and empowering your business to achieve greater scale, faster growth, and higher valuations.

Scale Smarter, Grow Faster, Maximize Value

At vitX, we empower IT service vendors of all sizes to scale smarter by connecting you with buyers, investors, and capability-building resources. With our specialized M&A advisory services and rigorous market intelligence, we help you showcase your enterprise value, enhance your service offerings, and position your business for optimal growth and investment outcomes—all under the guidance of one trusted partner.

Vietnam's IT sector boasts world-class talent, competitive costs, and a rapidly maturing ecosystem. Backed by 100s of strategic partners, and a leadership team with decades of international experience, vitX is your one-stop platform for training, business development, M&A, and co-selling—so you can compete on the global stage and grow with confidence.



10,000+
IT Experts
pool across Vietnam

100+
Strategic Partners

4,000+
Vendors Network

20+ Years
of Experience

Your vitX Advantage

Empowering Vietnam's top IT vendors with global opportunities while maximizing their growth potential and investment value.

Your Growth Pathways with vitX

Whether you're looking to enhance your service capabilities, expand into new markets, or optimize your company for investment or acquisition, vitX delivers the strategic expertise and connections to transform your business potential.

Improve Your Capabilities

What you get:

Premium capability building programs with world-class experts on AI strategy, western sales strategies, IT English, and M&A readiness to position your company for high-value deals.

Executive workshops, live seminars, and customized in-house training to elevate your service offerings and command premium rates

Why it matters

- ✓ *Higher win-rates with western enterprise buyers.*
- ✓ *Accelerate project delivery and improve margins.*
- ✓ *Position your company as a specialized, high-value service provider.*

Grow Internationally

What you get:

Access to global and in-country referral network and turnkey business development teams with shared investment model and established local presence.

Strategic market entry support, qualified lead generation, and joint go-to-market initiatives with minimal upfront investment.

Why it matters

- ✓ *Expand your footprint with minimized upfront market-entry cost and risk.*
- ✓ *Access new revenue streams lower customer acquisition costs.*

Unlock Strategic Exits

What you get:

Comprehensive M&A support with flexible engagement models tailored to your timeline and objectives.

Expert guidance through investor sourcing, valuation optimization, due diligence preparation, and negotiation strategy.

Why it matters

- ✓ *Maximize your company's valuation through strategic positioning.*
- ✓ *Access our network of qualified investors and strategic buyers actively seeking Vietnam IT acquisitions.*