

Strategic Selling Techniques

for Sales Leaders, Sales Personnel and Marketing Personnel (if job description includes selling as one of the tasks) who wish to polish up on their selling skill



25 & 26 September 2014 (9.00 am – 5.00 pm), Sunway Hotel Seberang Jaya

When the market gets tougher by the day, sales personnel should not adopt a defeatist attitude when selling to their clients, e.g. conceding to the client by offering higher discounts than the competitors. Instead sales personnel should start with a positive attitude with the right to meet the market head-on and one way is through proper planning. Proper planning leads to improve of the confidence level of the staff.

Learning Objectives/Outcomes	100% SBL claimable
<ul style="list-style-type: none"> ✓ To apply appropriate selling skills (derived from hands-on experience) leading to more sales being closed ✓ To learn how to apply benefit selling on customers ✓ To conduct a proper sales presentation to clients ✓ To read buying signals ✓ To close more sales by using 6 simple closing techniques 	<p>Normal Fee: RM1000 per participant</p> <p>Register by <u>11 Sep 2014</u>, or Group of 2 or 3 Participants: 10% Discount Group of 4 or 5: 15% Discount</p> <p><i>Certificate of participation will be awarded upon completion of the program</i></p>

Program Outline

<p>Introduction</p> <ul style="list-style-type: none"> • Know your internal & external factors that will affect your selling activity • The business definition of your company • Correcting the misconception of "sales" and "marketing" • The five types of sales personnel • Why should the customers do business with you? • How do you start selling? • What the customer would like to know (role play) • Your credo in selling in tough times • Strategic approach in selling <p>Module 1 – The Planning Process</p> <p>Part 1: Analysing your Products Using the FAB Factor</p> <ul style="list-style-type: none"> • "How much do you really know your own products?" • Understanding the Features, Advantages and Benefits of your products • How the FAB is applied in selling • "Dissecting" your product - work group session 	<p>Part 2: Selling Benefits</p> <ul style="list-style-type: none"> • Analysing the six common benefits in product selling <p>Part 3: Your Sell Unique Factors</p> <p>There are always certain unique features that the buyer may not know about. You will learn how to excite the buyer in buying the product.</p> <p>Part 4: Sell Value-added Service</p> <p>No customers will pay a good price if he does not enjoy certain VAS. Participants will learn the proper process to deriving one or two VAS for the customers.</p> <p>Module 2 – Presenting your Products (video supported)</p> <ul style="list-style-type: none"> • The mental preparation • Present creatively – do not project yourself as a "run of the mill" sales person • Present your belief in your company, your product and you • The 5-step formula to an effective sales presentation <p><i>(NOTE: You may have the best product in the market but when your presentation lacks colour, you have lost the sales)</i></p>	<p>Module 3 – Reading Buying Signals & Closing the Sales</p> <p>No sales can be effectively closed without the seller knowing first how to read the buying signals of the buyer and then proceed onto trial closings. Having done this, the participants will be guided on the usage of six common type of closing methods, and finally, learn how to ask for the order.</p> <p>Module 4 – Sales Planning & Reporting Forms</p> <p>The need for the use of the following tools:</p> <ul style="list-style-type: none"> • Prospect Information Sheet • Call Objective Sheet • The Weekly Sales Planner • The Daily Sales Report • The Monthly Performance Review <p>Module 5 – Handling Tough Customers</p> <p>Understand the characteristics of four common types of tough customers and the tactics involved in handling them so that they will continue to do business with your organization.</p>
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The Trainer

Mr Billy Ong brings into the consultancy field his immense depth in marketing and sales that spans three decades in diverse industries. A Chartered Marketer (CIM, UK) by profession, he now imparts his wealth of experience and knowledge to the next generation of marketing professionals as a lecturer not only in the field of strategic marketing but export marketing as well. He lectured in the Institute of Technology MARA, MITD, ATC College and Sedaya College. As a trainer and consultant in sales & marketing, he currently heads the lecturing team at FMM in conducting CIM program.

His most notable achievements were to turn the RM52.0 millions Kelab Darul Ehsan from a 2 ½ year losing concern to a profitable venture within 6 months; and charting the deposit growth for Perwira Affin Bank; both achieved in the last recession. Other recognition includes – the CEO Book Award at BSN Commercial Bank for his outstanding contributions in strategic planning for the bank.

Graduated from Chartered Institute of Marketing (UK), Billy is also a certified sales consultant from Butler Associates Inc of Ohio, USA and a certified customer service trainer with BSN Commercial Bank. He was one of the pioneer council members of the Malaysian Association of the Chartered Institute of Marketing. As a Director of SHC Business Solutions Sdn Bhd (a member of See Hoy Chan Group of Companies), he is responsible for the development of the sales management/planning software program, "Sales Trekker".

For Registration Form, Contact Miss Ng or download from www.XcelLearn.com

Customised In-house training also available.

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"Excel in Learning for Superb People and Organisation Performance"

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Sunway Hotel Seberang Jaya

REGISTRATION FORM

	Name of Participant(s)	I/C No	Designation	Vegetarian(✓)
1.				
2.				
3.				
4.				
5.				

Company Name _____

Company Address _____

Contact Person _____

Designation _____

Tel _____

Fax _____

Email _____

Nature of Business _____

Enclosed is the Cheque (No: _____) of RM _____, crossed and made payable to **XcelLearn Resources (Public Bank Bhd A/C No: 3-1348468-09)**.

Do you need us to assist you on the booking of hotel accommodation?

Yes

No

If yes, please specify:

Check-in Date _____

Check-Out Date _____

* The hotel accommodation is subject to availability. Please re-confirm with the coordinator before the training and make payment directly to the hotel on the training day.

Terms & Conditions

1. The above registration fee is 100% claimable under SBL scheme. Please apply to PSMB for approval before the commencement of the program.
2. The fee is inclusive of training materials and meals (2 Tea Breaks and 1 Lunch) at the hotel.
3. If notice of withdrawal is given in writing before the confirmation of your registration, no fee is charged. No cancellation is allowed once confirmation letter is forwarded to you. If the registered participant is unable to attend, a substitute is allowed. No refund if participant does not turn up or being substituted on the training day.
4. Cheque should be crossed & made payable to **XcelLearn Resources 1 WEEK BEFORE** training.
5. **XcelLearn Resources** has the right to change the dates, time, venue, trainer or cancel the training scheduled due to circumstances beyond its control.

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