

Achieving Sales Success

By Adrian Choo

BACKGROUND

Today's marketplace is highly competitive and every organisation is looking for a larger share of the market. In an economy where the customer is king, how do sales representatives position the features and benefits of the products/services they sell? Providing sales training plays an important role in helping sales representatives practice and hone their selling skills. This course helps sharpen the skills of even experienced sales representatives enabling them to take advantage of sales opportunities and aggressively expand the business. By providing an environment where they can make mistakes and learn from them, organisations can benefit from having sales representatives who can make the greatest impact facing their customers on a daily basis.

COURSE OVERVIEW

Values Alignment and What is in it for me?

- Recognise success of individual career is integral to the success of the organisation's success
- Renew the service mindset of the employees

Defining the Sales Process

- Getting Prepared to make the Call
- Creative Openings
- Discussion
- Closing

E.A.P.A Sales Technique

- Different types of needs
- Which need is the main decision influence?
- Questioning techniques
- When do you propose?

Handling Objections

- Keep calm and response!
- Customer's indifference, misunderstanding, doubt and drawback

Closing the Sale

- Next Steps Always!
- Dual feedback

Following Up

- 121212 method
- Various follow-up tools

LEARNING OBJECTIVES

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

- Understand sales and thought process of customers
- Set a comfortable stage for customer to talk freely
- Apply creative techniques to build rapport with customers and to make them feel important
- Effectively and fully understand customer's needs before giving solution
- Handle customers' objections
- Close sale with a breeze
- Understand the importance of follow-up and take follow-up actions

LEARNING METHODOLOGY

The course will be activity-based including interactive with experiential and accelerated learning. Participants will be engaged in games, group discussions, reflections and role plays with videos.

TARGET AUDIENCE

Sales, Marketing, Customer Service or any other personnel who come in contact with their customers.

COURSE DETAILS

Course Fees : S\$599.00 (no GST)

Course Duration : 1 day