

**METHODOLOGY:**

- Facilitator Interactive Presentation
- Individual Activity-Self Reflection
- Group Breakout Activity
- Relevant Video Presentation

# PROFESSIONAL SELLING SKILLS

## Who Should Attend This Training?

- Managers
- Mid-Managers
- Senior Executives

## ➤ PROGRAM HIGHLIGHT

As businesses become increasingly competitive, organisations cannot hope to survive and prosper without effective marketing. An essential element in those marketing programmes must be a sales force which is well informed, motivating and professional when dealing with customers.

It is sometimes said that good sales people are “born and not made” which is of course untrue. Selling is a developed social skill, which takes time and effort to acquire. The principles and techniques of a good sales person can be learned and proficiency comes from their own practice. In normal businesses, we are selling an intangible product- a service-unique characteristics of service which sometimes can make the task of the sales person a little more difficult and challenging.

This program covers the principles and best practices of personal selling, in the context of service marketing and marketing management. These principles and best practices will then be used to address personal selling opportunities in a variety of contexts.

## ➤ OUTCOMES

Upon completion of this module, participants will be able to:

- define and illustrate the differences between marketing and selling approach
- utilise the right strategy and tools to provide solutions for different customer and situation
- identify and rectify pitfalls in the way they interact with customers in the selling approach
- move beyond customer retention to customer loyalty
- handle customer complaints effectively
- increase professionalism and communication with sales team, resulting in customer loyalty
- handle sales team professionally

**Session 1 - Introduction & Understanding the Big Picture**

- Welcoming
- Ice Breaker- Knowing Me Knowing You
- Understanding the Big Picture
- Program Framework

**Session 2 - Introduction to Selling**

- What is Selling?
- The 3 Attributes of A Top Salesperson
- The 12 Characteristics of Professional Salesperson
- What Makes A Successful Salesperson?
- What Do Customers Look for Salesperson?

**Session 3 - Understanding the Market**

- Classification of markets
- Characteristics of markets
- Buyers behaviour

**Session 4 - The 5 Steps Selling Plan**

- Preparation
- Approach
- Business Needs Analysis
- Presentation and Recommendation
- Closing and Handling Objections

**Session 5 - Step 1: Preparation**

- Finding New Customers
- Preparation
- Prospecting Methods
- Qualifying Prospects
- Managing Prospect Information

**Session 6 - Step 2: Approach**

- Where Is A Sale Lost?
- Finds and Developing Points Difference or Unique Selling Proposition
- Identifying Keys Features of Products or Services
- Approach Methods

**Session 7 - Steps 3: Business Needs Analysis**

- The Purpose Permission Techniques of Business Needs Analysis
- Needs Analysis Principles
- How Needs Develop
- Understanding the Needs Analysis Framework

**Session 8 - Steps 4: Presentations and Recommendations**

- Presentation and Demonstrating Capability
- Presenting Sales Solutions

**Session 9 - Steps 5: Closing the Sale**

- Buyer signals
- Managing Buyer Resistance
- Objection Handling Process
- Specific Closing Strategies
- Negotiating the Sale
- Managing their record of sale



**FEES**


**RM1500/ PAX**

*\*excluding 6% SST*

(Discount: 3 or 4 pax - 5% /  
5 pax and above - 10%)

**REGISTRATION**

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Standards+Training+Consultancy

## MANAGEMENT AND SOFT SKILLS TRAINING PROFESSIONAL SELLING SKILLS

12-13 February 2020     22-23 September 2020

Shah Alam, Selangor

### REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

Please tick  for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick  to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

#### PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature : .....

Date : .....

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