

# PRACTICAL SALES TECHNIQUES TO HELP YOU TO CLOSE MORE DEAL

**DATE:** 11-12 June / 18-19 September 2023  
4-5 January 2024

**FEE:** RM870

**DURATION:** 2 Days  
**HRD CORP SCHEME:**  
HRD Corp Claimable Courses

## PROGRAM OVERVIEW

Many sales people fall into the trap of talking too much. They just can't wait to tell customers all about the features or benefits their product/service will bring or how great their company is without first understanding the needs and desires of the customer which is not the best approach to selling.

This two day extensive sales training program will guide participants towards uncovering the "Right" skill set and mind set a professional sales person should possess. From controlling conversations with customers to asking the right questions to uncover customer's needs, this program will enhance sales staff's ability to connect better with customers, overcome objections and close the sale confidently and effectively delivering commercial and sales objectives.

- **Develop Positive Sales mindset towards achieving company's Sales Target**
- **Develop the skills, confidence and professionalism to Increase Sales volume**

## LEARNING OUTCOMES

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

- Understand what is needed to have both the right skill set and mind set to sell.
- Articulate compelling product value proposition to buyers' unique needs and avoid from Falling into Price Discount Trap
- Sharpen active listening and questioning skills for customer discovery, solutions fit, and increase the sales closing rates
- Use of voice, vocal, visuals and verbal to control sales dialog and influence closing
- Overcome sales objections with closing techniques
- Nurture and engage prospects/customers for more selling opportunity and deeper relationship
- Adapt communication styles that fit different types of customers and master the customers handling Skills for closing the sales process faster
- Do After Sales Follow Up Service & Improve in Customer Service Relationship (CSR)
- Effectively build rapport with customers , create & retain Loyal Customer

## METHODOLOGY

- Interactive Session
- Case Study
- Role Play
- Game / Quizzes

## WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory



## FACILITATOR

### Mauricia Lam

Mauricia has a strong background in the training sphere, both locally and internationally. She has served in various capacities (trainer and managing) across retail, healthcare, and more since 2006. Her combined background in sales and marketing along with training has seen her train thousands of entrepreneurs, consultants and speakers in the MLM industry, through leadership, teamwork, customer service, adaptability and more programs.

## PROGRAM CONTENT

### Module 1

The professional Selling Mindset

- Know what you're selling inside out.
- Create product values proposition that are selling to the customers.
  - Company's Background
  - Products' USP
  - Benefits of the products
  - Features specialities of the products
- Lead Your Customers to Notice "It Is A Must Buy Item"

### Module 2

Building Rapport and establishing relationships with customers using NLP Techniques

- Generate leads and new opportunities
- 8020 Selling Rules
- Ask The Right Questions (Paraphrase Method- NLP Techniques)
- Apply The Appropriate Words, Tone and Body Language to Capture the Customers' Attentions
- Identify customer's Non-Verbal Gesture
- Emphasis on The Crisis If Not Purchasing the Products

### Module 3

Improve And Adapt Your Sales Communication Styles To Address Different Types Of Customers

- Identifying Customers' 4 Ps:
  - Preference,
  - Priority,
  - Purchasing Power
  - Purchasing Pattern
- Understanding 4 Different Types of Customers behavioural styles

### Module 4

Success in Selling

- The step of sales cycle – prospecting, presenting, closing and follow up
- Difference Between Soft Skills & Hard Skills Selling Methods
- What is Soft Skills Selling Method?
- What is Hard Skill Selling Method
- Apply The Right Selling Method to Handle Different Types of Customers
- Learn how to deal with difficult selling situations
- Develop professional manner to handle customer objections smoothly

### Module 5

Effective Closing and Customer Service Relationship (CSR)

- Provide good follow up after sales service
- Improve in Customer Service Relationship
- Deliver sales promises for customer trust and retention



## PROGRAM SCHEDULE

### Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 3 ( <i>Continue</i> )
		<b>End of the day</b>

### Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 4 ( <i>Continue</i> )
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 5
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 5 ( <i>Continue</i> )
		<b>End of the day</b>

