



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



PROFESSIONAL

Sales & Service Empowerment



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

To improve the art of selling and to enhance customer service to complement the drive for more sales, thus establishing the possibility of continuously securing more and more sales.

Course Objectives:

- Analyze personal strengths and weaknesses in sales management.
- Demonstrate traits of an excellent sales manager.
- Plan forecasts and quotas with more accuracy and precision.
- Conduct sales coaching and counseling sessions effectively.
- Focus the sales team to generate increased sales and profits.
- Provide sales training for colleagues.
- Review sales tactics from best practices so they can easily coach their team to reach peak performance.

Who Should Attend?

Experienced Marketing, sales, and customer care professionals interested in further increasing their marketing and sales skill levels.

Course Outline:

Module One:

- Professional Image Management
 - The first impression is how a person project his/her image via appropriate dressing as well as his/her ethics and mannerism.
- Your Attitude as a Sales Professional
 - Attitude here emphasizes on sincerity, integrity, being a good listener and persistency.
- Developing Confidence in Selling
 - This requires the understanding that having possessed the requisite selling skills and knowing how to handle the customer types, a salesperson has no reasons to lack confidence.
- The Golden Rules of Selling
 - Among other Golden rules; the pertinent one is 'not to achieve sales target' instead exceed it!
- Leader-shift into the Professional Sales Paradigm
 - This session will clear any doubts one may have in the professional selling field and thereon develop such leadership abilities to compete effectively.

Module Two:

- Networking & Qualifying Prospects
 - "If you are not networking, you are not selling". Participants will not only amass a reservoir of prospects but must learn the art of qualifying prospects.
- Time Management & Goal Setting
 - To achieve if not exceed sales targets; one must weave as many profitable sales appointments within the week to week limited time-frame of 168 hours. As such time and territory management is one of the key to success.
- Making & Securing Appointments
 - Making and effectively organizing appointments ensure targeted prospects are approached and secured.
- Greeting Skills & Techniques
 - The number 1 kung-fu in selling lies in greeting skills which quickly develop acceptance, approval and appreciation by the prospects for the salesperson; allowing greater opportunity in securing deals.
- Rapport Building, reducing relationship tension & developing friendships
 - As in all business relationships, salespeople must acquire the art of rapport building. NB: "People will buy from people they like"

Module Three:

- Discover Needs - probing with designed questions
 - Among many other questioning techniques, the initial two are the use of both closed-ended and open-ended questions to discover including creating the need to buy.
- Sell Solutions - stressing benefits & advantages
 - The illustration of Features-Advantages-Benefits (FAB) is another key factor that determines an effective close. The art of discovering and focusing on what the customer needs to know will break down many objection barriers.
- Tackling Questions & Handling Objections
 - In this tactical selling program, participants will learn a wide range of questioning techniques to enable the dissolution of objections and expedite the close.
- Sell the Sale - applying a myriad of closing techniques to secure the sale
 - In this section, participants will learn the use of a myriad of closing techniques. They can apply more than one closing technique in any one sales presentation. It's liken a gun with more than one bullet.
- Preventing Rescissions - keep the sale!
 - It is not how many sales you close, its how many you keep. Customers can change their mind, so don't just close but learn how to prevent rescissions or cancellations.

Module Four:

- Understand How Customers are Lost & Designing Ways to Retain Them

- Sales and service are 2 sides of a coin and as such being aware of how customers are lost will establish the need to discover ways towards customer retention.
- Serving the Different Customer Personalities
 - The ability to assess customer personalities and strategize to win them gives salespeople the upper hand.
- Interpersonal & Communication Skills Can Make the Difference
 - It's not what you say rather it's how you say it that will make a sales presentation effective.
- Linguistic Skills: Empower yourself to speak better
 - Sales Linguistic Skills is the art of reframing how you speak that will get better attention and understanding
- Listening Attitude & your Listening Skills
 - Here, participants will learn the Art of Active Listening
- The VIN Principle of Serving Customers
 - As in all businesses; it must be Value-driven, Integrity-based and Non-Manipulative

Module Five:

- The 10 Dimensions of Service Quality
 - These dimensions are: Reliability-Responsiveness-Competence-Access-Courtesy-Communication-Credibility-Security-Understanding-Tangibles
- How to Better S.E.R.V.E the Customers
 - To better serve customers is to: be Specific, Evaluate the situation, Rectify to improve, Verify to ensure the right approach, then Execute without a hitch
- Telephonic Excellence
 - The telephone is an important tool for a salesperson. Learning how to use it can improve sales
- Common Sense Techniques in Serving & Making the Customer Happy!
 - Here, participants will realize that there are more than one way to make a customer very happy....happy enough to buy from you and recommend friends to buy from you as well
- Review the Winning Balance between Selling & Serving
 - This session will ensure salespeople will not take existing customers for granted and after all it takes 5 times more effort and money to secure a new customer than it is to serve an existing one

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session