

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



ASTIR® Sales Improvement Techniques

(A Personal Approach to doubling your sales effectiveness in an increasingly complex environment with ASTIR® Sales Improvement Techniques)

“You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself.”

Jim Rohn

What you feel mentally becomes how you feel emotionally and physically. Sales is not about events and circumstances nearly so much as it is about a person's **perception** of the circumstances as well as his or her given potentials. A person's success in sales has to do with what a person believes.

In actual fact, most people already know how to make every sale; they are just not using their own sales power. Sales training today are too much of a system, which is too rigid, and very 'me-based'. The worst thing about systems in selling is that it took away the very basis of being human, which is emotions connectivity and relationship building. Also, it forces the salesperson to think, “Where am I in the system?” vs. “How am I helping this person in his or her desire to purchase what I've got?”

We are what we think. Success requires more than talent. While talent and knowledge are essential, the key that unlocks them both is our state of mind. When our thinking patterns are altered, new worlds emerge.

To lead an effective life, we need to be able to make things happen – to engage with our world so it will supply us with the experiences and results we seek. Making the right choices and ensuring their efficient execution have always been key elements of success. Disciplining of the mind develops self-discipline, which is the key to self-mastery and self-control. The more capable you become of disciplining yourself to do what you have decided to do, whether you feel like it or not, the more positive and powerful you will feel.

Sales are more than merely a system of selling; it is a perception to selling. Discover the **ASTIR®** sales improvement techniques switching from being busy to achieving results, will help double your sales effectiveness and efficiency with much more positive mental attitude, greater level of self-discipline, and developing better relationships – and be a dynamic achiever.

Program Objectives

- Identifying learned patterns of thought and feelings
- Develop new and healthy way of thinking and feeling
- Tapping into their emotional intelligence for better self-mastery and self-discipline
- Developing the senses of urgency and responsibility
- Double your sales effectiveness and increase your overall efficiency
- Effective use of time activities and lowering stress
- Increasing sales with personal potentials

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Program Outline

Introduction to Personal Efficiency

- Thinking Patterns and Success
- Three functions of the Mind – Explains why what we want may not be what we get
- Perception of selling

Developing Positive Sales Excellence with ASTIR®

- Selling in the World Today
- Principles of 'Intents of Selling'
- Moving from Hard Sell to Heart Sell (Power of Relationship Selling)
- Understanding ASTIR Sales Improvement Technique

Analyze

- Event + Response = Outcome
- Linking 'Pain' and 'Pleasure' Shapes your Behavioral Pattern
- Minimizing Doubts, Fears, and Distractions
- Developing the Sense of Responsibility

Self-Understanding

- Understanding Personal Standards – and How your Personal Standards can empowered or disempowered your success
- Identifying Key Skills to ascertain your success
- Identifying Key Strengths and Talents in your sales process

Taking Charge

- The Pursuit of Joy in Selling
- Understanding Self-Discipline

Initiate

- Control your time with ABCDE method of Prioritizing
- Managing People's Expectations
- Develop a Sense of Urgency and Commitment
- Develop an Attitude of Gratitude for Better Relationships

Response

- Focus on Solutions
- Separate the People from the Problem
- Understand the levels of service goals – secondary; primary; and tertiary
- Understand the Power of Emotional Connectivity

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Course Duration and Methodology

This is a 2-day interactive workshop. This workshop adopts story-telling methodology, audiences' participation and light activities to share the learning principles.

Participants will be taught with the 5-Steps ASTIR[®] Sales Improvement Technique to develop a higher level of commitment into selling and be a much more motivated, self-disciplined, and positive mindset person, thus, doubling their effectiveness and developing better efficiency in their achievements.