

PETER NG TRAINING CONSULTANCY

Asia Pacific Representative for SERVICE QUALITY INSTITUTE, USA



Becoming A Successful Intrapreneur Series

The only real creators of wealth in our society are businesses. Businesses produce all products and services. Salespeople are the most vital people in any business. Sales are the spark plug in the engine of free enterprise. As a professional salesperson, you are a 'mover and shaker' in our society; in short, you are your organization intrapreneur.

Becoming a Successful Intrapreneur series is to help individuals with a series of inspirational ideas, strategies, and techniques that they can use immediately to make more sales, build better relationships, and seeing themselves more as an 'intrapreneur' rather than merely a person doing selling.

The top sales professionals in any industry do much more than just sell products; they prescribe and provide compelling solutions. *Becoming a Successful Intrapreneur* gives you the tools to join the sales elite, on developing passion in sales profession, using service strategy to increase sales, learning from mistakes and rejections, and the willingness to sell creatively so as to maintain an increasing income, and challenge one's potential to achieve greater heights.

Modular Methodology for Effective Learning

Becoming a Successful Intrapreneur series consists of 4 modules of 3-hour session:

- 1) Module 1: Selling with IMPACT[®] Methodology (Part One – Importance of Selling; Your Role; and Prospecting)
- 2) Module 2: Selling with IMPACT[®] Methodology (Part Two – Understanding Relationship Selling; Getting Commitments; and Turning Your Client to Your Satisfied Customer)
- 3) Module 3: ASTIR[®] Positive Psychology of Selling
- 4) Module 4: Rainmaking – Attracting New Businesses

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Module 1: Selling with IMPACT® (Part One)

“Any fact is not as important as our attitude toward it, for that determines our success or failure.” – Norman Vincent Peale

Synopsis:

In selling, the ‘what’ and the ‘how’ may not be as important as knowing the ‘why’. You need to know why you are in this profession, and why do you want to create the greatest impact for your company and for yourself; then you only have to be a little bit better and different in each of the key results areas of selling for it to accumulate into an extraordinary difference in performance.

Selling is more than a profession; it is a way of life. One of the basic truisms of selling is that ‘slumps’ will occur, and the surefire way to end the slumps – return to the fundamentals with the *proper attitude*.

Selling can be and should be fun, so let’s make it clear from the beginning that a sense of humor combined with self-esteem that allows you to laugh at yourself will play a significant part in your success in your chosen profession.

This course will help your salespeople rebuild their selling methods from the ground up, rejuvenate with passion, leading to a higher level of achievement, and a greater sense of urgency.

Course Outline:

Intentions

- Defining the true essence of Sales
- Understanding the nature of Selling
- Why are you in the Selling Profession?
- Obstacles to Sales Success
- 8 Important Principles of Selling Intents (Becoming a Sales Professional)
- Setting Sales Goals (Annual – Monthly/Weekly – Daily)

Multiply

- Exploring canvassing and prospecting methodologies
- Prospecting Attitude with C.O.D. (Connecting; Observing; Dedication)
- Identifying Ideal Customers
- Engage Customers in Meaningful Dialogue

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Module 2: Selling with IMPACT® (Part Two)

“The desire to win is meaningless without the will to prepare.” Winston Churchill

Synopsis:

Relationship Selling – which word is more important? Relationship? Or Selling? If you build a good relationship with somebody in business, and you never make a sale, what’s that worth to you in revenue numbers? Zero. In other words, the relationship without the sale is not worth much.

On the other hand, what if you make a sale to someone, but you do it in such a way that you do not cultivate a relationship with him or her? How hard is the second sale going to be? Not only as hard as the first, it will be harder than the first.

The relationship matters; and the sale matters. It is not a matter of either/or; it is one phrase – Relationship Selling – that describes a way of going about making the sales, building relationships and cultivating profitable, ongoing connections with people.

Selling today is more about relationships, about connections with people. Prospects won’t waste a lot of time on unfocused sales pitches or old-fashioned notions. They want to develop a useful, professional relationship with salespeople and suppliers who can help them solve problems and help them answer questions. The sales professionals in any industry do much more than just sell products; they prescribe and provide compelling solutions.

Human Relations Approach to Selling is about making sales while building relationships.

Course Outline:

Professionalism

- Understanding the Five Buying Decisions
- Customers have the answers; We have the Questions
- Approach with Relationship Selling

Action

- Building Values
- Always Ask for the Order
- Summarizing Benefits and Values

Commitment

- Ask for a Commitment
- Commitment with Confidence

Trust

- Integrity is Action and Behavior
- Moving from Buying Customer to Customer Satisfaction

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Module 3: ASTIR® Positive Psychology of Selling

“When you put a limit on what you will do; you put a limit on what you can do!”

Synopsis:

Everyone is born uniquely talented. Have you ever stopped to think about the very different ways that people tackle assignments and relate to their clients and colleagues? **Every person has unique gifts, talents, and strengths.** Each person can think of things in unique ways, and can in fact do something better than others.

Moving your working style to the highest level means that you must become quick to acknowledge the talents, experience, and uniqueness that you bring to the success of your profession. Two important assumptions in developing individual's potentials are:

- Each person's talents are unique and enduring;
- Each person greatest room for growth is in the areas of his or her strengths.

To be successful in our profession, we need to tap into our inner potentials. By engaging and developing our personal potentials, we are able to produce much better results with efficiency, effectiveness, and joy. Working with our true potentials is not only satisfying but also enabling ourselves to work with passion and commitment, sustaining the enthusiasm to do our job professionally.

Discover the **ASTIR®** 5-Step potentials development methodologies to understand how to tap into your strengths and turning your strengths into your true potentials thus, switching from being busy to achieving results, will help double your employees' effectiveness and increases efficiency in getting the tasks accomplished with much more positive mental attitude, greater level of self-discipline, and developing better relationships – and be a dynamic achiever.

Course Outline:

Developing Positive Sales Experience with ASTIR®

- 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

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Module 3: ASTIR[®] Positive Psychology of Selling – Course Outline (cont.):

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

- Initiate New and Creative Ideas – Turning the ‘Old’ to ‘New’
- Develop an Attitude of Gratitude for Better Relationships

Response

- Focus on Solutions
- Separate the People from the Problem
- Understand the Power of Emotional Connectivity

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Module 4: Rainmaking – Attracting New Businesses

“You can’t sell until you have a lead.”

Synopsis:

Prospecting is the most important key to sales success! But first, you must sell yourself to sell your firm. If you are a sole practitioner, the belief that you are too busy serving one client to market to others will not save you when the work for that client runs out and you have no business to replace it. In short, if you do not take responsibility to grow your business and for your own development, no one will. Remember, you cannot sell until you have a lead!

Course Outline:

Rainmaker

- New and Challenging Way to Generate Leads
 - Article
 - Podium
 - Networking

- Components of Buying Facilitation
 - Factors in the Buying Decision Process
 - Creating a Relationship of Trust and Collaboration
 - Managing Time Effectively
 - Building a Successful Career in Sales

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