

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



The Art of Professional Selling *(A 2-Day Sales Skill Development Program)*

In my research on price sensitivity, when I asked buyers to rate price on a 10-point scale, they rated it 7.1; salespeople rated it 8.5. Question: “Who is making a bigger deal out of the selling price: the buyer or the salesperson? Who is more preoccupied with the selling price: the buyer or the salesperson?”

When you build your strategy around overcoming price resistance, more often than not you actually create price resistance.

Customers today are more knowledgeable, have a wider array of alternatives, and demand more from their suppliers than ever before. Yet, in research after research, customers confirm that overall value – more than price alone – is the main factor in their purchase decisions.

The top sales professionals in any industry do much more than just sell products; they prescribe and provide compelling solutions. The Art of Professional Selling gives you the tool to join the sales elite, building significant value on the front end to diminish the importance of price on the back end. It explains how to build solid, personal relationships; individual selling styles and strategies; position and differentiate your product from its competition; create, reinforce, and leverage value; honestly and firmly address every type of objection; and closing the sale with confidence yet leaving the cement wet for future opportunities and referrals.

Course Outline

Part One – Individual Selling Style

- Personality-Style Profiling
- Understanding Your FDU (Fears-Doubts-Uncertainties)
- Focusing on Your Unique Talent and Strength
- Leveraging on Your Strength
- Creating Your Personal Sales Approach

Part Two – Seven Steps of Track Selling

- Step One – Approach
- Step Two – Qualification
- Step Three – Agreement on Need
- Step Four – Sell the Company
- Step Five – Fill the Need
- Step Six – Act of Commitment
- Step Seven – Cement the Sale
- Mastering the seven steps of Track Selling System

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Course Outline (cont.)

Part Three – The Art of Value-Added Selling Strategies

- Customer-izing
- Positioning/Differentiating
- Value Reinforcement and Leveraging
- Knowing the difference in Objections; Rejections; and Conditions

Part Four – Team Sale Strategy

- Brainstorming for improved sales strategies
- Identifying Prospects' Turnoffs
- Implement new and creative approaches for higher sales achievements
- Synergy selling

Course Objectives and Methodology

This program is recommended for every salesperson which helps to identify individual strengths to personalize the sales approach and strategy; enhance greater level of sales achievement by using Track Selling System; using subtle closing and selling by value-added strategies; overcoming the fear of rejections, learning to handle objections, and most importantly, the art of closing the sale.

This 2-day workshop making up of four segments:

Part One – Starting from the individual approach where a series of personality assessment will be conducted and the individual salesperson will map out his/her personal sales approach.

Part Two – Learning and applying the seven steps of Track Selling System.

Part Three – Learning the art of value-added selling strategies with group discussions on the customization-selling of our products; positioning and differentiation.

Part Four – Ending with team selling strategy where the whole group will brainstorm on various sales strategies, improving our selling conditions, and understanding the value of synergy-selling.

The course took the holistic approach from individual to team in building the total concept of selling and being truly a sales professional.