

2 – DAY

EMOTIONAL SELLING AND PERSUASIVENESS SKILLS

For All Sales Team

CONTACT

+603 – 2713 6868

Berenice Ong/ Tesa Wang

training@pm-resources.com

www.pm-resources.com
www.pm-eschool.com

INTRODUCTION

Sales professionals are a unique breed that has to be thick skinned to deal with objections and sales rejections to negotiate sales and achieve targets. Sales executives need amazing self-discipline, self-motivation and resilience to keep moving forward through the smoke screen of objections to find appointments and sales day in and day out. They need to be professional listeners and eloquent speakers. They realise that they can only survive in this high pressure environment if they begin to look at the world through their customers' perspective and act accordingly. They employ proven rapport building techniques to gain trust and prosper. They are masters at the ability to create pictures in the prospect's mind through what they say and how they say it. To top it all off, they require razor sharp consultative selling skills to solve customer problems through offering the most beneficial solutions.

METHODOLOGY

Using a combination of various training methodologies including a combination of expert input plus practical sessions including:

- Instructions, Group Discussions, Presentations, Video Clips
- Brainstorming Sessions, Practical Hands-On Sessions
- Demonstrations, Role Play, Games and Activities
- Creative Music, Visualisation Techniques,
- Notes and Hand Outs, Group and Individual Exercises

COURSE OBJECTIVES

By the end of this course, you will be able to:

- Establish and maintain long term and profitable relationships with both existing and prospective clients
- Up-sell and Cross Sell other products
- Improve questioning and listening skills
- Identify customer's real emotions, needs and match with appropriate benefits
- Sharpen their closing skills in order to clinch the sale
- Handle objections effectively and treat them as new opportunities
- Build better relationships with difficult prospects using empathy
- Seek buying signals and act accordingly
- Get past the 1st 20 seconds of a cold call with confidence and skill
- Acquire new appointments through cold-calling
- Experience substantial increase in New Sales

WHO SHOULD ATTEND?

Sales professionals

PROGRAM OUTLINES

MODULE 1: PROBING SKILLS

- The art of asking the right questions to identify and understand underlying customer issues
- Probing beyond the obvious

Activity – 20 Questions

MODULE 2: EMPATHY

- Understanding customer's perspective, emotions, wants and needs
- Learning to use empathic dialogue to develop trust

Exercise: Developing relevant empathic questions and statements

MODULE 3 : ACTIVE LISTENING

- This activity is designed to help participants understand from within, the importance of listening effectively and improving in this area.

(Activity – The Diagram)

Developing an active listening dialogue

MODULE 4: ARTICULATION

Articulate Speaking

- Communicating through phone
- Articulate speaking
- Mastering and Applying Voice Characteristics
- Tone, Pitch, Rate of Speech and Volume

(Activity – The Blindfold)

- Persuasive Body Language for face to face selling
- Slide presentation: Body Language Impact and Strategy

Exercise: Synchrony vs Dyssemia

MODULE 5: PERSUASIVENESS – THE POWER TO CONVINC

- VIDEO: The key to Persuasiveness
- 6 Emotional Factors that influence us to say "YES!"

Group Exercise: Develop benefit statements to use during sales presentations that incorporate the 6 Emotional Persuasion Factors

MODULE 6: THE ART AND SCIENCE OF PERSUASION

- Emotional selling
- Convincing through positive mental pictures
- Motivating customers to buy through directing their emotional state

Case study – An unsuccessful sales interaction

Case study – A successful sales interaction

MODULE 7: HANDLING OBJECTIONS AND CLOSING THE SALE

- VIDEO: 9 Common Objections
- VIDEO: 'I want to think about it.' 'I want to think it over.'
- Strategising and writing responses to objections

Role play: Sales presentations

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