

# 2 – DAY SALES STRATEGIES AND SKILLS



## Introduction

Great salespeople are not born, but trained. Sales is the most natural skill every human learns from birth. Every baby knows to sell is to survive, they sell the pleasure of their smile or the pain of their cry to their caregivers when they want something. Everyone sold some idea to a friend or family at some point in their lives. Every employee sold the idea of being hired during the interview. What is less understood is the decision-making process.

Everybody knows that selling is an important skill. Through proper training, we can learn to sell effectively.

## Course Objectives

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

- Understand what's happening in the industry. Who's hot and who's not. What are consumers looking for right now
- Have Knowledge of the entire process of sales and get more insights on how sales works
- Sales personals will be able to immediately work on their sales skills and learn how to match the needs and expectations of their customers

## Methodology

- Gamification
- Role play
- Videos
- Discussions

## Who Should Attend?

- Frontliners
- Sales personals

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## Course Outline

### MODULE 1: INTRODUCTION & WELCOME

- Objectives

### MODULE 2: THE EVER CHANGING WORLD

- Understanding the Sales Alpha model and how each part is handled

Activity : Change Change Change

### MODULE 3: HOW TO CREATE OR HAVE A GROWTH MINDSET

- Identify Different Types Mindset and value system
- Understanding the subconscious and the conscious mind
- Knowing the EXACT words that enrolls each mindset
- How to motivate another to follow our lead

### MODULE 4: PARADIGM SHIFT, CHANGING & EXPANDING THE MIND

- The underlying need to change and looking at things from a different perspective
- Video case study – Who Moved My Cheese
  - Understanding the current business environment and why the “cheese” keeps moving or disappearing
  - Where and What is my cheese?
  - Why resistance to change can affect personal and organizational growth
  - Where is my new cheese coming from?
- Getting used to constant shift and how the GROWTH Mindset can lead to more results

### MODULE 5: CHANGE WITH WHO MOVED MY CHEESE

- Using the video as metaphor to introduce change to the participants.
- Why the need to adapt?
- What steps should participants take to be relevant in the market today

### MODULE 6: VALUE ELICITATION

- What is your value
- Define your value
- Understand and internalized your own value system

### MODULE 7: EFFECTIVE MINDSET

- Everybody Is Selling
- Set the correct mind, redefine your mind to redefine your future. Employee VS Intrapreneur, the difference of mindset
- Marlow Hierarchy Revisited to understand the difference between the generations

### MODULE 8: ABC OF SELLING IN TOUGH TIMES

- Advertise VS Selling 100%
- Belief Creating Curiosity
- Roleplay again with what you have just learned, and apply them in your speech

### MODULE 9: SELLING 101

- What is Selling?
- Understanding Sales Cycle ALPHA System

Activity: CEO IN A BOX



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### MODULE 10: PROSPECTING & ATTRACT

- Learn and Build your attraction sentence
- Listening to the needs of the prospect - Great Questions gets greater results
- Share of wallet

Activity: Who's who

### MODULE 11: LEVERAGE

- Gain leverage on Prospect's Pain, by asking the right probing questions - Create curiosity to get prospects attention to listen for more.
- Qualify prospect to know buying signal

Get Permission to Present, understand which stage is the prospect at before presenting. Using the AIDA principle to better position one's self before presenting

### MODULE 12: HANDLE

- Hypnotic Words that influence the mind
- roleplay in presentation with putting together what you have learned so far

Activity: Into the Sky

### MODULE 13: ACTION

- Easiest Sales Close
- ABC of Closing
- 6 impulse factors
- Overcoming Closing Resistance

### MODULE 14: TAKING MASSIVE ACTION

- Activity: The Great Escape
- To successfully complete this task require 100% commitment from 100% of the members. How to continually have a positive mindset within a challenging environment. To let them understand and internalized Resilience and Tenacity

### MODULE 7: PUTTING IT TOGETHER

- Summaries & Close

