

# 2 – DAY THE SALES CHAMPION



## Introduction

Do you think selling is difficult? Most people would think so, but it's not true. What is certain about selling is, "Selling is Not about Luck". It's about your ability to help your prospects to solve their problems with your solutions. You don't sell; you help your prospects to make a wiser buying decision. Hence, the keyword in selling is the ultimate "needs identification".

Arguably the toughest aspect in selling to corporate is overcoming a sales objection. As many experienced salespeople know, most sales calls are met with at least one objection. Overcoming sales objections is possibly the biggest differentiator between those who succeed and those who don't.

## Course Objectives

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

- Develop business builder mindset via the 4-steps process for long-term success and sustainability.
- Refine your existing USP to create a well-crafted niche solution for your clientele.
- Position your products to create sustainable advantage via the 8Ps marketing mix model.
- Build lasting business partnerships; retain existing clientele with 5 key strategies.

## Methodology

- Lecture - Theory, Concept & Model (20%)
- Reflection - Gibbs' Reflective Cycle (20%)
- Case Study & Practical Solutions (50%)
- Best Practices Identification (10%)

## Who Should Attend?

- Marketing Managers
- Sales Managers
- Business Development Managers
- Sales Executives
- Sales Advisors

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## Course Outline

### MODULE 1: EDUCATE PROSPECTS WITH VALUE-BASED IDEAS

- Importance to fine-tune your sales mindset; the 5 traits of sales educator identified, explored and adopted.
- The 5 stages in selling that you must understand: how to instill yourself with the educator-driven mindset.
- “Gap Management” - between prospects’ first impression and your self-label; how to overcome it.
- The 5 major components that form a successful sales educator; build upon your K.S.A. (holistic success formula).

### MODULE 2: CREATE SUB-CONSCIOUS NEEDS FOR PROSPECTS

- Strategically mind mapping your product “uniqueness” to develop your product “USP”, thus establishing your “niche”.
- You must know the 8Ps of the marketing mix; identify “positive value exchange” for your prospects.
- “Suspect” versus “Prospect”: The 6 steps formula to qualify your suspect into a prospect, as per your I.C.P. needs.
- Map your products with “Ansoff Matrix” to determine your strategic road map and long-term planning.

### MODULE 3: PRACTICAL STRATEGIES TO HANDLE OBJECTIONS

- Identify your products “sustainable competitive advantages”, i.e. how to develop your distinctive capabilities.
- The 4 types of marketing warfare that you must know; re-position yourself as a “market leader” or a “market player”.
- Conduct an in-depth competitors’ analysis: identify your “superior competitors” and “inferior competitors”.
- Formulate “next action” strategies based upon your master plan to strengthen your brand positioning.

### MODULE 4: LEVEL UP YOUR NEGOTIATION CAPABILITIES

- The 6 deadly types of biasness in negotiation that you must avoid; projecting your “professionalism”, not “intimidation”.
- Master these 4 types of problem-solving approaches to develop more and better “options” for your prospects.
- The importance of “Emotional Intelligence” (EQ) in sales negotiation; you must master the 4 stages formula.
- Techniques in streamlining options for your prospects; utilize the “S.W.O.T.” methodology to facilitate your negotiation.

### MODULE 5: COMPETITORS ANALYSIS: HOLISTIC MAPPING

- Identify your products “sustainable competitive advantages”, i.e. how to develop your distinctive capabilities.
- The 4 types of marketing warfare that you must know; re-position yourself as a “market leader” or a “market player”.
- Conduct an in-depth competitors’ analysis: identify your “superior competitors” and “inferior competitors”.
- Formulate “next action” strategies based upon your master plan to strengthen your brand positioning.

### MODULE 6: BUILD LONG-TERM BUSINESS PARTNERSHIP

- The triangle of business partnership success, i.e. attitude, beliefs and values; synergizing it to benefit your clients.
- Adopt the 3 proven strategies for you to build a lasting business partnership with your clients.
- The “check-point” partnership methodology, i.e. S.M.A.R.T. as the cornerstone of your strategic business actions.
- Importance of “anger management”; the needs to manage negative emotions when building strategic business partnership.

