

# 1 – DAY MASTER THE ART OF SELLING



## Introduction

Your product may be made better, last longer or do a better job for your customers, but chances are it is still very much the same to your customers. Most customers think a pen is a pen; no matter how better one is constructed than the other. Therefore, you should stop selling your product's "actual value" and focus on selling the "perceived value" instead.

To be a top salesperson, you need to sharpen your negotiation skills. You cannot walk into your prospects and tell them what you want. You need to negotiate for the best deal because you compete with your competitors.

## Course Objectives

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

- Able to differentiate between transactional selling and transformational selling.
- Overcome sales objections through enhancing prospects' experience.
- Indulge in a professional way of negotiation with prospects for mutual benefits.
- Master the sales closing techniques to smoothen the entire business development process.

## 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: HOW TO INFLUENCE YOUR PROSPECTS

- The important element in sales communication, i.e. you must “respond” and not “react” to your prospects.
- **Transactional Selling** – You sell to fulfil your intended purpose of getting things done.
  - Emphasize the low-end factors, such as “single sale”, “short-term dealing”, and “hit-and-run approach”.
  - The 6 elements found in amateur salespeople that you must be aware and avoid it.
- **Transformational Selling** – You sell and serve your prospects, intending to build a long-term business relationship.
  - Emphasize the invisible factors, such as “customer retention”, “product benefits”, and “after-sales service”.
  - Tap on human 5-sensory elements to invoke meaningful dealings, transforming “customer” into “advocate”.

### MODULE 2: STRATEGIES TO HANDLE SALES OBJECTIONS

- Overcome the barriers of communication in selling; how to collaborate with your prospects utilizing “Johari’s Window” tools.
- Experience versus Expectation – The juggling factors that determine the satisfaction levels of your prospects.
  - Avoid “hard approach” or “instructional approach” whenever dealing with your prospects, i.e. subtract stimulus.
  - Adopt a “soft approach” or “participative approach” to manage and coach your prospects, i.e. add stimulus.
- Determine the “value exchange” and “causation” between events or incidents to handle sales objections.
- The 6 common excuses uttered by prospects; how to uncover the 4 “real reasons” why they don’t buy.
- The 3 types of sales objections, i.e. “Condition”, “Excuses” & “Flat-No”, understand why you must handle it differently.

### MODULE 3: IMPORTANCE OF NEGOTIATION IN SELLING

- The importance of “Emotional Intelligence” (EQ) in sales negotiation; you must master the 4 stages formula.
- **Negotiation Skills** (Level 1) – Developing multiple ideas in a persuasive and influential manner.
  - Explain benefits and develop a line of “reasoned argument”. Deliver your points “clearly” to others.
- **Negotiation Skills** (Level 2) – This skill-set intends to support your opponents.
  - Emphasize the “cost-benefit” & “problem-solving” approaches. Challenge the “point of view” of others.
- **Negotiation Skills** (Level 3) – Your inner ability to develop workable strategies based upon “win-win” methodology.
  - How to cross-pollinate various core strategies to formulate “acceptable” strategy and mutual agreement.

### MODULE 4: EFFECTIVE SALES CLOSING TECHNIQUES

- How to “motivate” your prospects to take action? The 4-steps learning cycle focuses on “reflection” instead of “instruction”.
- Closing sales based on confidence and professionalism, thus embarking on the direct approach closing technique.
  - The fast and immediate result expected; time-saving.
  - A high “self-confidence” level is a must to make it happen.
- Closing sales based on data collection, thus embarking on the cost-benefits analysis closing technique.
  - Minus out the “human element” from the selling process.
  - Relevant for technical sales or functional sales.
- Closing sales based on sample try-out, thus embarking on the hands-on closing technique.
  - Relying on the product usage “outcome” as a selling tool.
  - Applicable to certain product ranges; beware of setbacks.

