

POWER OF SELLING

2-Day Corporate Training Program

OVERVIEW

Since time immemorial, organizational success has been defined and determined by an organization's unique ability to market and sell its products and services. This 2-day intensive training programme would utilize highly engaging and progressive training methodologies to accomplish the following general goals, within the context of applying principles, concepts and skills learned during training sessions: Understand the psychology of selling, Practical sales tools and techniques , Marketing and branding, Internet Marketing, Success habits of the "greats" in sales, Knowledge that will help you meet and exceed targets.

WHAT YOU WILL ACHIEVE

By the end of this program, participants will be able to:

- Use questioning and listening in discovery conversations
- Generate more word of mouth
- Get your products, ideas, and messages to catch on
- Leverage the power of social media
- Influence others more effectively
- Create Learning Goals
- Achieve desired sales performance
- Negotiate a WIN – WIN

WHAT YOU WILL LEARN

Day 1: Prospecting, Networking and Discovery

- Understanding the sales cycle
- Effective networking strategies
- Creating the right impression
- How to get referrals
- Planning, Qualifying and the Discovery Process
- Strategic planning and setting objectives

Day 2: Sales Psychology, Closing and Advanced Selling

- Dealing with different personalities
- The Psychological Factors of Selling
- Counselor selling
- Attitudes, beliefs and outcomes
- Closing, negotiation and sales action planning

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

EVALUATION CRITERIA

Participants must have attended the sessions **at least 80%** of the sessions in order to receive a CERTIFICATE from Asia Pacific Regional Hub – Corporate Training Division of EIU–Paris

SPECIAL FEATURES YOU WON'T FIND ANYWHERE ELSE ...

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training sessions from start to finish, keeping everyone involved in the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.

FEE & PAYMENT

USD1,099/ per person

Fee Includes:

- **2**-Day Training (Total 12 hours)
  - Time: 9.00 AM - 4.00 PM (1-Hour Lunch Break)
- Globally Recognized Professional Certificate
- Digital Training Resources
- Essential Stationery
- Tea/Coffee Breaks
- Working Lunches

**Note:* all other expenses are to be borne by participants.