



PROFESSIONAL SALES & Service Empowerment

Course Introduction:

Selling' is a very common business buzzword for getting / securing customers. Selling has moved beyond 'here's the product, please pay up' to a more consultative approach. Everyone claims they know how to sell, but do they? It takes more than just years of hands-on sales experience; it takes refined and proven skills and more practice..... But then again, a sale without service excellence is like of beauty without brain. Sales & Service must go hand-in-hand. It is the two sides of a coin in business.

Selling is an Art and Service is an extension beyond just a smiling face. It requires a demonstration of professionalism and quality that need to be reviewed and refined from time to time. This program is intended to sharpen your sales / service people and provide the solid foundation that paves the way towards establishing an ever increasing sales momentum.

Course Objectives:

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

- To improve the art of selling and to enhance customer service to complement the drive for more sales, thus establishing the possibility of continuously securing more and more sales.
- Participants will have to develop a specific 'sales plan' for action. Their plans will be brainstormed thoroughly (evaluated – remedied – verified) before execution!

Who Should Attend?

All those who are directly or indirectly involved in sales & those in the service lines.

Course Outline:

- ✚ Professional Image Management
- ✚ Your Attitude as a Sales Professional
- ✚ Developing Confidence in Selling
- ✚ The Golden Rules of Selling
- ✚ Leader-shift into the Professional Sales Paradigm
- ✚ Networking & Qualifying Prospects
- ✚ Time Management & Goal Setting
- ✚ Making & Securing Appointments

- ✦ Greeting Skills & Techniques
- ✦ Rapport Building, reducing relationship tension & developing friendships
- ✦ Discover Needs - probing with designed questions
- ✦ Sell Solutions - stressing benefits & advantages
- ✦ Tackling Questions & Handling Objections
- ✦ Sell the Sale - applying a myriad of closing techniques to secure the sale
- ✦ Preventing Rescissions - keep the sale!
- ✦ Understand How Customers are Lost & Designing Ways to Retain Them
- ✦ Serving the Different Customer Personalities
- ✦ Interpersonal & Communication Skills Can Make the Difference
- ✦ Linguistic Skills: Empower yourself to speak better
- ✦ Listening Attitude & your Listening Skills
- ✦ The VIN Principle of Serving Customers
- ✦ The 10 Dimensions of Service Quality
- ✦ How to Better S.E.R.V.E the Customers
- ✦ Telephonic Excellence
- ✦ Common Sense Techniques in Serving & Making the Customer Happy!
- ✦ Review the Winning Balance between Selling & Serving

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

