



# SALES EXCELLENCE TRAINING PROGRAM



## Overview

Most organizations have sales teams to sell their products but most teams don't understand what sales is all about. Moreover, a lot of sales teams are confused and easily feel frustrated when they are not closing enough sales. Sales team complaining about low quality leads, and marketing team unhappy about the lack of sales follow up? Sometimes they even feel dejected when their sales pitch are rejected. To drive significant results, it's time to close the gap between your sales and marketing objectives, and centralize their plans.

However, sales rejection can be overcome through effective people skills development. Sales team will be able to contribute significantly to their personal growth, the organization's profit and sustainability as well as creating a harmonious customer relation with customers and reflecting the contributions of both sales and marketing to generating revenues and gaining new customers.

## Course Objective

In this sales and customer service course, participants will be able to learn the following-

- Understand the communication styles in effective marketing
- Learn to be an effective communicator and listener.
- Equip yourself in the 5 step sales process with your prospects.
- Learn how to handle customers during the sales process.
- Improve and understand the principles of customer service.
- Improve on your overall 'image branding' projection to the prospects
- Understand how to cultivate a winning mentality and a positive mental attitude.

## Targeted Group

- All Sales and marketing personnel.

## Duration

- 2 days

# Course Schedule

## Day 1

TIME	ACTIVITY	DETAILS
09:00a.m. - 10:30a.m.	<b>WINNING MENTALITY FOR SALES AND MARKETING PERSONNEL</b>	<p>What is a winning mentality</p> <ul style="list-style-type: none"> <li>• Why mental attitude building is crucial to sales and marketing</li> <li>• How to project professionalism through a positive outlook.</li> <li>• 3 principles of sales champions - personal presence, power and passion!</li> </ul>
10:30a.m. - 10:45a.m.	Morning Break/Teatime	
10:45a.m.- 12:00p.m	<b>PLANNING STRATEGIC SALES AND MARKETING PROCESS</b>	<p>Definition of solution offered to clients - show benefits, not features.</p> <ul style="list-style-type: none"> <li>• Strategic Unique Selling Proposition - artistic creativity even when it is technically inclined.</li> <li>• Identify clients' marketing objectives - Building Partnering Relationships</li> </ul>
12:00p.m.- 1:00p.m	Lunch	
1:00p.m.- 2:30p.m	<b>EFFECTIVE COMMUNICATION IN SALES PROCESS</b>	<p>Understand what is effective communication – verbal, non-verbal and listening skills</p> <ul style="list-style-type: none"> <li>• How to study the body language and buying signals of a customer.</li> </ul>
2:45p.m.- 3:00p.m.	Afternoon Break/Teatime	
3:00p.m.- 4:45p.m.	<b>EFFECTIVE COMMUNICATION IN SALES PROCESS (Cont')</b>	<ul style="list-style-type: none"> <li>• Identifying the principles of polarization factors in people during communication and how to influence them.</li> <li>• Identifying, satisfying and keeping the clients' interest in your presentation.</li> </ul>
4:45p.m.- 5:00p.m	<b>Recap &amp; Summary</b>	

# Course Schedule

## Day 2

TIME	ACTIVITY	DETAILS
09:00a.m.- 10:30a.m.	<b>THE SALES PITCH PROCESS</b>	Using the 5-step sales process and why it has to go in sequence. <ul style="list-style-type: none"> <li>• Understand the 5 Impulse factors in people and when to use them to your advantage.</li> <li>• How to handle objections and when to ask the right questions during the sales process.</li> <li>• How to creatively define clients' benefits with value added propositions - it's all about advertising!</li> <li>• Engaging the client with empathy and feelings - creating AIDA</li> </ul>
10:30a.m. -10:45a.m.	Morning Break/Teatime	
10:45a.m.- 12:00p.m	<b>THE ART OF PERSUASION IN NEGOTIATION</b>	<ul style="list-style-type: none"> <li>• Eliminating egos</li> <li>• Managing opposition by giving it nothing to oppose</li> <li>• It's all about Choice, Fairness and accountability - Integrity and Honesty Count!</li> <li>• Persuade by emotional language</li> <li>• Don't say No, Say ' Let's do this'</li> <li>• The persuasive skills of personal presence, passion and power</li> <li>• The power of suggestions - auto or subconscious</li> </ul>
12:00p.m.- 1:00p.m	Lunch	
1:00p.m.- 2:30p.m	<b>CUSTOMER SERVICE ETIQUETTES</b>	<ul style="list-style-type: none"> <li>• What is effective customer service?</li> <li>• The 8 inner principles you have to adopt to create an effective customer orientated service.</li> <li>• The 3 taboos of poor customer service.</li> </ul>
2:45p.m.- 3:00p.m.	Afternoon Break/Teatime	
3:00p.m.- 4:45p.m.	<b>CUSTOMER SERVICE ETIQUETTES (Cont')</b>	<ul style="list-style-type: none"> <li>• Why a strong follow up action maintains a strong customer service process.</li> <li>• What is a customer to you?</li> <li>• Customer Service is an attitude and not a department!</li> </ul>
4:45p.m.- 5:00p.m	<b>Recap &amp; Summary</b>	



## About Elite Indigo

Elite Indigo Consulting provides corporate training to the semiconductor and manufacturing industries. With a humble beginning of one founding member with passion and desire to share his 20 years of experiences in Smart Manufacturing for global manufacturing facilities, now, we have a strong and competent team of 20 members, all aligned with company mission, vision and core values.

## Our Mission

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*"Transform Data into Insights - Leap Forward"*

## Our Vision

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*Be a Global Trusted Advisor in the Areas of Skills Development, Consultancy & Software Solutions specialising in Semiconductor & Manufacturing industries.*

## Our Core Values

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