



Super Sales Program - Influencing And Persuasion Skills

Overview

The world of sales is not what it used to be. Customers are more sophisticated and demanding due to the technological edge. They want not only quality products, but expect beyond the norm customer service and relationship. Sales professional must demonstrate a high level of honesty and integrity and deeply understand the customers wants and needs.

The difference between a super sales achiever and an average one lies not only in the product or service they promote because in every organization, there will always be super achievers and average ones. What makes the difference? Its the ability to influence to win over people and persuade them to agree with your way of thinking.

Course Outline

This course objective is designed to help sales professionals on the following.

- Adopt a more confident approach to present and influence in the sales process.
- Use persuasive techniques to sway other people to agree with your suggestions.
- Avoid common sales pitfalls that make a sales professional become average.
- Build customer relationship that emphasize on honesty and integrity.

Targeted Group

- Suitable for all levels of personnel.

Duration

- 2 days

Course Schedule

Day 1

TIME	ACTIVITY	DETAILS
09:00a.m. - 10:30a.m.	PART 1 Sales Professionalism	What is Sales professionalism? <ul style="list-style-type: none"> • Mental and physical aspects of a sales professional? • Common mistakes to avoid as a sales professional. • Code of conduct and “my word is my bond” in super sales. • Self-reflection - Our perception and what others perceive us to be. • Group discussion - How can we improve our professionalism? • Sales presentation role play and postmortem
10:30a.m. - 10:45a.m.	Morning Break/Teatime	
10:45a.m.- 12:00p.m	PART 2 The Art Of Influencing	<ul style="list-style-type: none"> • How to influence - Conversations and presentation • Choice of words to influence and win people over. • How to observe customers behavior and resistance • Green, amber or red light in customers reception to your presentation.
12:00p.m.- 1:00p.m	Lunch	
1:00p.m.- 2:30p.m	PART 3 Sales Presentation	<ul style="list-style-type: none"> • Introduction • Discovering their needs • Offering solutions • Handling resistance and objections with 5 impulse factors
2:45p.m.- 3:00p.m.	Afternoon Break/Teatime	
3:00p.m.- 4:45p.m.	PART 3 Sales Presentation (Cont')	<ul style="list-style-type: none"> • Getting an agreement • Role play using various scenarios of different customers behaviors. • Group Discussion
4:45p.m.- 5:00p.m	Recap & Summary	



Course Schedule

Day 2

TIME	ACTIVITY	DETAILS
09:00a.m. - 10:30a.m.	PART 4 - The Art Of Persuasion	<ul style="list-style-type: none"> • Eliminating egos • Managing opposition by giving it nothing to oppose • It's all about Choice, Fairness and accountability - Integrity and Honesty Count! • Persuade by emotional language
10:30a.m. - 10:45a.m.	Morning Break/Teatime	
10:45a.m.- 12:00p.m	PART 4 - The Art Of Persuasion (Con't)	<ul style="list-style-type: none"> • Don't say No, Say "Let's do this" • The persuasive skills of personal presence, passion and power • The power of suggestions - auto or subconscious
12:00p.m.- 1:00p.m	Lunch	
1:00p.m.- 2:30p.m	PART 5- Assignment	<ul style="list-style-type: none"> • My goals • My commitment
2:45p.m.- 3:00p.m.	Afternoon Break/Teatime	
3:00p.m.- 4:45p.m.	PART 5- Assignment (Cont')	<ul style="list-style-type: none"> • My path to glory • Case Study • Roleplay
4:45p.m.- 5:00p.m	Recap & Summary	



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

"Transform Data into Insights - Leap Forward"

Our Vision

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

Our Core Values

