

**In-house Training Outline**

(To be further tailor-made according to the client's request)

**Professional Selling Skills (3 days) – Simon Chen**

| <b>Content</b>  | <b>Time</b>  | <b>Methods</b>   |
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| <p><b>Objectives and Introduction</b><br/>A statement of workshop objectives and methods including a short introduction by each delegate, enabling course objectives to be addressed to individual requirements.</p>  | <p><b>DAY I</b><br/>9:00-9:30</p>                                    | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> <li>➤ Game</li> </ul>        |
| <p><b>Selling in a competitive market</b><br/>Marketing Mix Theory. Know the status of selling in marketing strategy. The Roles of Sales People. A highlight of the roles of the sales people in front of the client as to address the importance of solution selling instead of product selling.</p> | <p><b>DAY I</b><br/>9:30-9:50</p>                                    | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>                        |
| <p><b>The Structure of the selling Process</b><br/>Giving the rationale behind the six prime components that have to be controlled during a professional sales visit. Outlining the criteria for success.</p>   | <p><b>DAY I</b><br/>9:50-11:00</p>                                   | <ul style="list-style-type: none"> <li>➤ Group discussion</li> <li>➤ Lecture</li> <li>➤ Case study</li> </ul>  |
| <p><b>Preparing work before the sales visit</b><br/>The preparing work will include building up of client's information and question bank, and the most important thing is to define the purpose of this sales visit.</p>   | <p><b>DAY I</b><br/>11:00-12:00</p>                                  | <ul style="list-style-type: none"> <li>➤ Group discussion</li> <li>➤ Lecture</li> </ul>                        |
| <p><b>Good beginning – Contact Phase</b></p> <ul style="list-style-type: none"> <li>➤ Creating a good first impression</li> <li>➤ Cultivation a responsive selling climate</li> <li>➤ Do's and don'ts in the opening of a sales visit</li> </ul>  | <p><b>DAY I</b><br/>13:00-15:30</p>                                  | <ul style="list-style-type: none"> <li>➤ Test</li> <li>➤ Role play</li> <li>➤ Group discussion</li> </ul>      |
| <p><b>Creating client needs – Information Phase</b></p> <ul style="list-style-type: none"> <li>➤ The most important phase in sales visit.</li> <li>➤ Analyzing what motivates delegate's client to buy</li> <li>➤ Creating client needs</li> <li>➤ Questioning technique</li> </ul>                   | <p><b>DAY I</b><br/>15:30-17:00<br/><b>DAY II</b><br/>9:00-10:00</p> | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>                        |
| <p><b>Efficient selling solution –Presenting Phase</b></p> <ul style="list-style-type: none"> <li>➤ A practical demonstration of presenting solutions which sell</li> <li>➤ Features and benefits analysis of delegate's product</li> <li>➤ Argumentation analysis</li> </ul>                         | <p><b>DAY II</b><br/>10:00-12:00</p>                                 | <ul style="list-style-type: none"> <li>➤ Short movie</li> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul> |

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| <p><b>Gaining Client's Commitment – Decision Phase</b><br/>Identifying methods of closing the sale and emphasizing the value of follow-up that is often forgotten but essential to winning the sale.</p>   | <p><b>DAY II</b><br/>13:00-15:30</p>  | <ul style="list-style-type: none"> <li>➤ Short movie</li> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul> |
| <p><b>Sales Communication Skills</b><br/>Focus on effective sales communication techniques to improve the ability to shape, guide and modify client's thinking.</p>  | <p><b>DAY II</b><br/>15:45-17:00</p>  | <ul style="list-style-type: none"> <li>➤ Games</li> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>       |
| <p><b>Overcoming client's Objections</b><br/>Understanding the rationale behind an objection, and introducing a structured approach to minimizing and successfully overcoming objections which delay sales. Explore how to maintain the initiative and convert an objection into a commitment. Building up an objection bank for the sales people.</p> | <p><b>DAY III</b><br/>9:00-10:00</p>  | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>                        |
| <p><b>Price Handling</b><br/>Looking into client's motive in asking for discounts. Introducing techniques for limiting discounts and arriving at a positive situation in price discussion.</p>   | <p><b>DAY III</b><br/>10:00-12:00</p> | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>                        |
| <p><b>Handling People and Different Personalities</b><br/>Understand how people react differently to a certain situation and what to look out for in analyzing client's personality. Look into ways to handle them more effectively to improve chance of success.</p>  | <p><b>DAY III</b><br/>13:00-15:30</p> | <ul style="list-style-type: none"> <li>➤ Paper work</li> <li>➤ Lecture</li> </ul>                              |
| <p><b>Decision process management</b><br/>In project and solution selling, it always takes long time with complex decision process and content. Sales person must know the decision process of the client, the key persons and their roles and influences in the decision process. Then we can promote the process to achieve our goal.</p>            | <p><b>DAY III</b><br/>15:45-16:30</p> | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Group discussion</li> </ul>                        |
| <p><b>Summary and Action Plan</b><br/>After the 3 day-training, each delegate will make an action plan to insure all the knowledge and skills will be used in the practice. It will also help the internal communication between management level and the delegates.</p>   | <p><b>DAY III</b><br/>16:30-17:00</p> | <ul style="list-style-type: none"> <li>➤ Lecture</li> <li>➤ Paper work</li> </ul>                              |