



# SELLING SKILLS: ARE YOU STILL A SALES CHAMPION?

**COURSE DURATION: 2 DAYS**

"I have been selling for the last 10 years", "I know everything about selling"; "I've been selling even before you were born".

Do the above statements sound familiar?

Well, if the sales professional were so good and knew so much, why are his sales declining? "Market is bad"; "Economy is bad"; "Excuses", "Excuses", "Excuses"

If the sales professional were so good and experienced, wasn't he supposed to be able to sell sand to the Saudi Arabians, sell ice to the Eskimos and sell cell phones to the monks who have taken a vow of silence?

## INTRODUCTION

Why are they not meeting their numbers?

When it comes to closing, there's one very good reason why the "oldest tricks in the book" almost never work: because outdated closing techniques are, by definition, out of date!

Everyone - including your prospects - has heard of them, seen them in action or been subjected to them a hundred times over. And as a sales professional, the last thing you want your client to think is that you are just trotting out "Sales 2Nugget #5," instead of getting to know them, their needs, and what your product can do to help meet them.

This 2-Days workshop is designed to re-ignite the Spirit of a Sales Champion that resides in every sales professional.

## PROGRAM OUTCOMES

At the end of this program, delegates will:

- ✓ Be able to articulate the difference between Traditional Selling and Consultative Selling
- ✓ Win friendship and get sales from customers
- ✓ Be seen as a consultant and problem-solver instead of just a mere sales professional
- ✓ Improve your FAB communication skills
- ✓ Improve your art of influencing and persuasion
- ✓ Be self-driven by challenges and no longer accept self-excuses
- ✓ Increase sales and fly like an Eagle in Sales Achievements
- ✓ Build quality relationships
- ✓ DIY conflict, anger & stress management

## PROGRAM OUTLINE

### 1. Introduction

- Icebreaker
- Course objectives
- Housekeeping

### 2. The Experienced Champion Sales Professional

- The Eagle and The Crow
- Once You were An Eagle ... are you still one?
- Traditional Selling vs. Consultative Selling
- Exercise 1



### WHO SHOULD ATTEND?

Experienced sales professionals who are wondering why for all their expertise they are still not meeting the numbers

### COURSE DURATION

2 Days

### LANGUAGE

English

### 3. Time to Awake From Slumber and Comfort Zone

- Who Moved My Cheese
- Exercise 2

### 4. Consumer Behavior

- What is your percentage of closing?
- What do the percentages mean?
- Common negative statements from your customers
- What do the statements really mean?
- How do you handle objections?
- Exercise 3

### 5. Managing Personal Energy Level

- Know Your Main Competitor's FAB and Your FAB
- List down the FABs of your products
- List down the FABs of your main competition
- Demonstrate how you use FAB to influence your prospect
- Exercise 4
- Create workable, actual Action Plan to be implemented right away!

### 6. The Art of Influencing and Persuading

- Are you a good listener?
- What are the behaviors of a good listener?
- Winning Rapport
- Using questions to influence
- Is C-Level language necessary?
- Exercise 5

### 7. Do It Now

- Review and Consolidate learning

## METHDODOLOGY

This training is designed to be highly interactive and participative. Delegates are required to participate in every activity in every session. Selling and influencing tools, templates, Videos , Role Play and Peer Group Sharing will be used in this training.





## TRAINER'S PROFILE

# PHILIP TAN

### EDUCATION QUALIFICATIONS

- ✓ Bachelor of Laws (Hons),  
University of Wolverhampton, UK
- ✓ Practitioners' Diploma in  
International Advertising  
(Dip.IAA, New York)
- ✓ Cert.Ed (TESOL), Pantai Valley  
Teachers' College,  
Kuala Lumpur
- ✓ Master in Business Administration,  
University of Hull, UK
- ✓ Higher Group Diploma in Public  
Relations, Sales Management,  
Marketing and Advertising

### CLIENTS SERVICED

As a Corporate Trainer and Consultant, Philip has conducted Training Programs for:

- Cadbury, Corus Hotel Group,  
Regency, Shang-LAa Hotel, IOI  
Berhad
- Jebsen and Jessesn, Premium  
Nutrients Bhd
- SABIC, Saudi Arabia, Oman Tel,  
Ministry of Oil & Gas Tanzania
- Ministry of Education Malaysia,  
Bank Negara Malaysia
- SIRIM Berhad, Amanah Raya  
Berhad, Parkson Group

**Philip Tan, with over 25 years of diverse experience in academia, continuing professional education, management, consulting, marketing and advertising, has a lot to share with delegates in his seminars and workshops.**

Philip is a management and soft skills guru, international public speaker, corporate trainer and motivator. Philip has both academia and industry experience from a diverse range of career paths that include holding senior management positions in tertiary education, dotcom, advertising and marketing and hospitality training.

In his dynamic career route, he has held portfolios of dean of the Faculty of Business and Economics and vice president of Sedaya College (Now known as UCSI), Director of CPE, Taylors, School of Hospitality, Director of Centre for Executive Education, HELP Institute (HELP University College), Vice President (Limkokwing University), Chief Operating Officer of Aims Technology, Senior Consultant (Performance Solutions Management), and Chief Executive officer of ICSA, Malaysia.

He was also the Senior Examiner for the Chartered Institute of Marketing, UK (CIM). Currently, Philip also supervises post-graduates candidates of the University of East London (UEL) in their masters dissertations.

Philip is a registered trainer with PSMB /HRDC.

Among his participants, Philip is known for his applicable content and vibrant delivery. He is able to combine soft skills concepts with real life requirements for those on the job.

When he is not on the public speaking or corporate training circuit, Philip consults on strategic management and corporate law.



## TRAINER'S PROFILE

# PHILIP TAN

### SPECIALIZATIONS

#### Corporate Governance and Corporate Responsibility

- Boardroom Excellence: A Common Sense Perspective on Corporate Governance
- Framework for Corporate Responsibility That Works
- Common Offences Committed By Company Directors

#### Marketing and Selling

- Writing Marketing Plans
- Writing Business Proposal
- Selling skills

#### Business English & Communication

- Technical Writing
- Report Writing
- Business Communication

#### Management & Human Resource

- Leadership and Management
- Leadership for New Managers
- The Ultimate Leadership in You – Leading Change
- Situational Leadership
- Conducting Competency Based Interviews
- Behavioral Event Interview – Hiring Right, First Time, Every Time
- Writing Job Descriptions
- Setting Key Performance Indicators
- Balanced score cards
- Competency Based Interviews
- Conflict Management
- Negotiation Skills
- Time Management

#### Customer Service

- Service Recovery
- Essentials of Customer Service

### COURSES TAUGHT / FACILITATED

- Technical English For Writing Step-By-Step Procedures
- Technical English For Writing Business Proposal
- English Report Writing Skills
- English For The Teaching of Maths and Science
- Professional Business Writing Skills
- Writing Marketing Plans Make Easy
- Writing Business Proposals Make Easy
- Business Communication For Managers
- How Managers Make Things Happen
- Time Management – It's Time
- Public Speaking and Presentation Skills
- Boardroom Excellence: A Common Sense Perspective on Corporate Governance
- Corporate Governance and Leadership
- The Making of CSR (Corporate Social Responsibility)
- International Business Ethics
- Writing Job Descriptions and Setting Key Performance Indicators
- Setting KPIs and Managing Performance
- Behavioral Events Interviews (BEI) – Selecting The Right Talent
- Staff Enhancement Programme
- The Art of Consultative Selling
- Leadership for New Managers
- Implement and Managing Change
- Leading With Influence
- The Making of A Sales Champion
- Advanced Conflict Management
- Advanced Negotiation Skills
- Service Recovery – Getting Back Customers
- Telephone Skills – Winning on The Phone
- Leadership for New Managers
- Energising The Workforce

