

SMART SELLING Skills

SBI
Claimable
*subject to PSMB conditions



A 2-days intensive course by **Joanna Thumiger**, who has over 18 years of managerial and sales experience.

Grab the “Smart Selling Skills” to **gain confidence & boost your sales target!!**

It's not your customer's job to remember you.
It is your obligation and responsibility to make sure
they don't have the chance to forget you.

- Patricia Fripp

Successful selling is about building rapport with the buyer, and understanding their needs so that you provide a product or service that matches what they are looking for.

This two-days workshop is designed to provide strategies and tools for improving sales efforts, as well as presenting ways to develop personal competencies needed to become a trusted partner rather than a 'pushy' salesperson.

You'll learn to

- ✓ Define the essential skills & qualities of a successful sales person.
- ✓ Create & maintain excellent relationships with customers.
- ✓ Sharpen interpersonal skills & communication behaviours to manage the relationship more effectively.
- ✓ Use questioning & listening techniques to clarify customer requirements & match it with a suitable solution tailored to customer's needs.
- ✓ Locate real objections & work with the customer.
- ✓ Confidently close more sales to find a 'value' solution.

Who should attend?

Sales Personnel of any level and anyone who wishes to increase his/her sales effectiveness.

For more information, please contact

IDC TRAINING HOUSE SDN BHD

TEL: 03-7956 5126

WWW.IDC-TRAINING.COM

HRD Approved “Class A” Training Provider (since Year 2002). Registered with Ministry of Finance.

SMART SELLING SKILLS



Participant's Feedback

It is such a good feeling to have not missed this opportunity with Joanna, a very experienced Trainer who has opened all the new thoughts about how interesting the selling is. A very compelling experience.

Joanna certainly deserves better than a praise. She has come strong in her own way despite my skeptical feeling to see how she could interrelate our various industries backgrounds. She's a great asset for your business.

Mohamad Noor Sham Abu Hassan
Sales Training Manager
UMW Toyota Motor Sdn Bhd

Here's what others like most ...

- ✓ Training Concept: Facilitation approach. Drawing input from participants from multiple background
- ✓ Instructor Appearance
- ✓ Interaction among all participants & instructor
- ✓ A lot of activities - Role Plays
- ✓ Explanations & logic elaborated by the instructor
- ✓ The exciting activities by Trainer, informative and I enjoyed it a lot.

Topics to Be Covered

Being a Successful Sales Person

- Skills & qualities of a successful sales person
- What's the customer looking for in a salesperson
- What do you need to do to adapt your current style: *First impression, Positivity, Communication, Building rapport*

Understanding the Sales Process

- The steps of a sale
- Discovering what the customer really wants
- How to integrate the steps of the sale into what your customer wants: *Building relationships, Changing the focus of your meeting objectives*

Making Appointments

- Preparation
- Introducing yourself and giving a 'value' reason for the call to 'hook' the prospect

Conducting the Meeting

- Building relationships
- Questioning & listening techniques
- Most effective questioning techniques
- Presenting a product using the F.A.B. Technique
- Turning objections in opportunities
- Recognising the buying signals
- Gaining commitment
- Building on-going partnerships



Trainer's Background



Joanna Thumiger has over 18 years of managerial experience, incorporating over 8 years as a Trainer and Executive coach.

Joanna, born in Australia, completed a Bachelor of Commerce at the University of Western Australia, majoring in Marketing and Management, before embarking on a management career that diversified into sales, marketing and training as she accompanied her husband to four different continents around the world.

Her experience includes:

- ◆ Store Manager for the third largest Department Store Chain in Australia
- ◆ President of the Australian Retail Institute – W.A. Branch
- ◆ Winner of the National title 'Australian Young Retailer of the Year' award by the Australian Retail Institute
- ◆ Hotel Trainer for Soft Skills and English Language Courses for Le Meridien and Hilton International Director of Courses for the Turkish American Association, Turkey
- ◆ Principal of the Pakistan Embassy International School, Turkey
- ◆ Senior Manager for Spearhead Training (a British Training Company), United Arab Emirates, opening a new branch in Abu Dhabi
- ◆ Business Development Manager for Spearhead Training, UAE
- ◆ Senior Management Associate, training for Spearhead Training, UAE
- ◆ Country Representative for Progress-U (a Hong Kong Training and Coaching Company), Thailand

With so much diverse and international experience, Joanna is able to customise courses specifically to the needs of the clients. The understanding she has developed of managing multiple nationalities and learning styles in the training room has resulted in her being a flexible and adaptable trainer. The key to her success stems from her vibrant personality and her passion for making a difference for her delegates in the training room. Delegates find her courses to be stimulating, highly interactive and relevant for their work. As a coach, she is able to build rapport with a diverse range of people and inspire them to develop themselves to reach their full potential.

A selection of companies for which Joanna has conducted Training or Executive Coaching:

Abu Dhabi National Oil Company &
Associated Operating Companies
Adidas
Amadeus - Flight Booking Systems
Banyan Tree Hotels and Resorts
British Home Stores
Canon
Glaxo Smith Kline
HAESL
Hilton International
Honeywell

National Health Insurance, Abu Dhabi -
DAMAN (Munich Insurance)
Intervet Shering-Plough
Johnson and Johnson
Kia Motors
Kodak
Le Meridien Hotels and Resorts
Modern Freight Company
Nestle
Philips Electronics
Schlumberger



ABOUT IDC TRAINING HOUSE

IN-HOUSE TRAININGS AVAILABLE

IDC Training House is a leading Training Provider for corporate & government sectors; to both local & international market. Our strength lies in providing Trainers who are highly experienced & knowledgeable in their respective fields; in order to produce well-trained and qualified professionals to meet the demands of the new economy.

We specialize in human capital development in areas of **Soft Skills, Motivation, Leadership, Management, IT, ISO, Team Building, & Technical.**

If your company wishes to have a cost effective in-house training that is customized for your company,

Call us at

+60-3-7956 5126 / 5139

Or

Email to **info@idc-training.com**

For more programs offered by IDC Training House, please visit <http://www.idc-training.com>

For public workshops, please visit <http://www.idc-training.com/course-calendar.html>

Course: Smart Selling Skills

Date: 5 - 6 Aug 2010

Venue: IDC Training Room, Amcorp Trade Centre, PJ, Selangor, Malaysia

Time: 9am - 5pm

Name of Applicant(s) Mr / Ms / Dr / Ir (Others)	Designation(s)	Contact No. (H/P)
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
Company Name :		
Correspondence Address :		
Tel :	Ext. :	Fax :
H/P :	E-mail :	
Contact Person :	Designation :	

	Group Package Minimum 3 delegates	Early Bird Package (with payment)	Normal Package
Course Fee (per person)	RM 1,180	RM 1,380	RM 1,680
Closing Date	23 Jul 2010	21 Jun 2010	23 Jul 2010

Please download the location map from: http://www.idc-training.com/map/idc_map.pdf



Certificate of Attendance upon completion of the course



Save more with In-House Training



Save more with group of 3 delegates

Terms and Conditions Registration Policy

Fees include course materials, lunch & tea breaks. Payment can be made by cash, credit card or using crossed cheque/bank draft made payable to **IDC Training House Sdn Bhd**, fourteen (14) working days prior to the date of the program. Otherwise registration(s) is treated as unconfirmed.

Disclaimer

Changes of course date, Trainer/Facilitator or venue

We reserve the right to make alternative arrangement to the above if the needs arise due to unforeseen circumstances. Every effort will be made to inform the participants of these changes.

Additional Expenses

We shall not be responsible for any extra expenses incurred by any participant(s) while attending the course.

REGISTER NOW! FAX TO US AT +60-3-7956 1536