

SMART SELLING Skills



A 2-days intensive course by **Joanna Thumiger**, who has over 15 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.

Date : To be advised

Time : 9am - 5pm

Venue: To be advised

Who should attend?

- ✓ Sales Personnel of any level.
- ✓ Anyone who wishes to increase his/her sales effectiveness.

For more information, please contact

IDC TRAINING HOUSE SDN BHD

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WWW.IDC-TRAINING.COM

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

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.

Trainer's Background

Joanna Thumiger, a native Australian with Bachelor of Commerce degree in Management and Marketing, has over 15 years of managerial and sales experience. Combined with her international working experience and six years being a Trainer, Joanna brings valuable worldwide insights to the training room.

Upon completing her Bachelor of Commerce Degree from the University of WA majoring in Management and Marketing, Joanna began her Sales and Management career in the retail sector. She was awarded the prestigious Australian Young Retailer of the Year Award.

Her positions have included being

- ✓ Trainer for the Hilton Hotel,
- ✓ Director of the Courses Department for the Turkish American Association, and
- ✓ Senior Manager (involving business development, management and training) for the Abu Dhabi Branch of a UK Training Company.

Joanna is a vibrant, passionate individual who believes that people learn better through involvement and so makes her courses as interactive and relevant for her delegates as possible.

Drawing on her personal experiences as a sales person, key account manager, sales manager as well as a Trainer, Joanna brings this subject alive and is able to facilitate a change for those willing to learn.



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