



Certified Sales Professional



11 - 22 November 2024



Singapore

Certified Sales Professional

course code: R5024 From: 11 - 22 November 2024 Venue: Singapore - course Fees: 5500 Euro

Program Objectives:

By the end of the program, participants will be able to:

- Integrate consultative and value added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers.

This Program is designed for:

Sales and Marketing staff as well as anyone who needs to sell a commodity or an idea to another person. This program is worth 25 NASBA CPEs

Program Outline:

The Changing Business Environment

- Turbulent Times for Companies
- Evolution of Personal Selling
- Are We Selling Something or Helping the Customer Buy?
- Personal Selling Profile

Preparation and Self Organization

- Personal Management
- Impact of Your Appearance
- Developing a Strategy for Sales Success (The BAT Formula: Behavior, Attitude and Techniques)

The Sales Meeting

- Functions of the Sales Presentation
- Professional Skills
- The ASAP Formula (Art, Science, Agility, Performance)
- The 7-Step Sales Process
- Overcoming Objections Which Comprise 6 Major Factors:
 - Need
 - Features
 - Company

Creating Rapport through Communication

- Purpose of Communication
- Elements of Communication with Others
- Questioning and Probing Skills (The RAIN Model: Rapport, Aspirations, Impact, Need Analysis)

Managing the Customer Relationship

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude
- Value of Your Customer and How You Manage It
- Causes of Customer Attrition
- How to Respond to Different Buyers and Different Personalities

- Price
- Time
- Competition
- Closing Techniques