



“The Magic of Strategic Selling”



Achieving Sales Excellence



Selling is not an ARTIt is a PROCESS

Who will benefit: This course is targeted at field-based salespeople who have had an 'on the road' experience and those who want to refresh their current selling skills.

Objectives: By the end of the course participants will be able to:

- Take action to make the most of their time and territory
- Effectively identify and meet the needs of the customer by using advanced questioning techniques
- Identify and use a communication style appropriate to capture and maintain the buyer's attention, enthusiasm and interest
- Construct professional answers to questions and possible objections
- Present their products and / or services with the buyer in mind
- Recognize and overcome major objection types

Workshop Details:

Module One – Loving your Profession

- Defining professionalism
- Selling as a career
- Expectations of your company
- Expectations of your customer

Module Two– Territory planning and time management

- Setting S.M.A.R.T. objectives
- The importance of preparation
- Effective Territory planning
- Examining the call cycle
- Planning your time
- The routes to making customer contact

Module Three – Relationship-building and communication

- Identifying your customers' needs
- Open , closed & Advanced questioning techniques
- Selling the benefits
- Active listening skills
- Identifying your customers' communication styles and behavior
- Non-verbal communication
- Making the right impression
- Using telephone

Module Four – Negotiation Skills

- Complaint handling
- Handling angry customer
- Presenting the solution
- Features-Advantages-Benefits
- Unique selling points
- Information is strength
- Know your competition
- Presenting with the buyer in mind
- The use of sales aids

Module Five– Gaining commitment & Confirming the sale

- Recognizing and acting upon buying signals
- Attitude when dealing with objections
- Objection types
- The format for handling objections
- Confirming or closing?
- Effective confirming techniques
- To speak or not to speak?

Methodology:

- Discussions
- Exercises
- Activities
- Games
- Video Clips.

About the Trainer

Ms. Marryam Chaudhry is the Chief Executive, **Corporate Communications**, Lahore.

She is a professional corporate trainer and her company facilitates the business sector by providing practical, interactive and fun filled activity based trainings to the corporate sector, through workshops and seminars.

She has conducted numerous trainings, and has 9+ years of experience. She is a former Banker and a Gold Medalist MBA, and has lived most of her life in the United States .

Fast paced solutions, creative techniques and innovative ideas coupled with her expertise in Management & Marketing areas facilitate her as a fully dedicated and passionate trainer.

She is enlisted on the panels of Lahore Chamber of Commerce and Industry, SMEDA (Small and Medium Enterprise Development Authority, WBIC (Women Business Incubation Center) as well as numerous other organizations.

This workshop is a detailed insight into the **skills required by professionals**.

- ❖ It is very interactive and includes many activities and exercises to enhance the learning experience.
- ❖ It is spread over the period of 2-full days consisting of 8 hrs each (9am-5pm)
- ❖ It includes 2 tea breaks and a lunch break

Proposed Training Plan Consists of:

- ❖ **Training Kit** : Handouts, Activities, Exercises
- ❖ **Training Duration**: 1 full day (8hrs)
- ❖ **Number of candidates**: Minimum=25
- ❖ **The training venue proposed is** :
 - **PC Hotel or Avari Hotel**, according to availability of dates assigned by your organization for the training.

Training Cost:

Cost per Individual Participant is a total of:= Rs.9,500

Includes cost of:

- Handouts,
- Activity/Exercise material,
- Certificates,
- Tea (twice),
- Buffet Lunch,
- Hotel Facility Charges,
- and Trainers Cost