



Achieving Sales Excellence Through Sales Motivation

Organisations today are struggling to find the one thing that matters in today's competitive marketplace. Price | Quality | Innovative Product & Services.

Due to the complexity of selling today, new sales personnel require a creative easy to use problem-solving approach to fulfilling their customer's needs in a value-added manner. This fundamental approach differentiates a company's products and services from its competitors by creating practical enhancements to their customer's business.

Course Outline

Module I – Sales Attitudinal Building

- Sales Attitude Self-Check
- Real examples of how they can eliminate their "indifferent" mindset
- Attitudinal change and proven 5's Formula

Module 2 - Setting Positive Sales Ethics and Work Values for effective decision-making and action.

- Strengthening and applying their top selected Professional Values to be a top professional in the Business.
- Adjusting a Salesperson's Belief System
- Maintaining Sales Motivation vs. Rejection.

Module 3 -Sales Skills Building

- Communicating Sales Negotiation– via NLP
- Prospecting Skills & Techniques
- Understanding "Unique Selling Proposition" (USP)
- Handling Sales Objections Effectively

Module 4 – Sales Skills.

- The Power of Sales Presentation.
- Use the 8 principles in presentation.
- Winning The Trust & Confidence and make Customers feel comfortable when dealing with Yourself.
- Understanding the different Language Pattern in Creative Persuasion when Selling/Negotiating.
- Proven Techniques of "The Art of Closing Sales"
- Buying Signal
- Applying right closing skills and techniques

Module 5: Identifying motivational factors that create positive work habits

- What motivates you?
- Steps to motivate yourself to perform with excellence.

Training Methodology

This innovative course gives delegates the opportunity to boost their professional selling skills through challenging, interactive and practical exercises.

Delegates are given a selling skills toolkit which provides insightful methods on how to engage clients throughout the sales process and to drive growth and success at both individual and team level.

Who Should Attend?

The Sales Excellence workshop is suited to delegates with a minimum of six months experience in their role. The workshop is designed to offer a more advanced approach to selling skills, perfect for those wanting to lift their sales performance to the next level.

2-day Program | 9am – 5pm

For more information, kindly contact:-

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***This course is eligible for HRDF**