

MCS03008 - Selling Skills Improvement

Introduction

The aim of this module is to improve your chance of successful selling. The contents and concepts incorporated the behavioral sciences for insight of buyers' motives. There are also proven techniques for locating qualified customers. After finishing the module, the audience will know and be able to promote and sell product and service effectively with all the successful and comprehensive techniques.

Learning Outcomes:

On completion of this subject, students should be able to:

1. Learn a set of proven techniques for locating qualified customers
2. Create a favorable situation that are important to gain the trust of the customers
3. Apply the methods to gain the customers' attention on the products or services
4. Making a target-oriented sales presentations
5. Apply techniques for handling sales resistance
6. Understanding the important factors in communication with customers for gaining their interest on his or her products and services
7. Recognize the buying signals
8. Demonstrate the techniques for closing sales
9. Understanding the importance of post-closing activities
10. Understanding the ethical behavior of being a salespeople
11. Be sensitive to the warning signs of deteriorating customer relations

Targeted Audience:

Professional selling people who need to gain the most fundamental and effective knowledge and skill of selling in order to perform his or her sales performance more effectively.

Language Medium

Cantonese/English/Mandarin with
English Notes

Duration

1 day



Detail Contents

	Topics	Description
1	Foundations of Selling	• Six important factors that influence the buying behavior of consumers
		• What is consumer behavior: social classes, perception?
		• What is the purchase decision process of consumers?
		• Why customers keep coming back to a firm – consumer loyalty?
		• What is the principal characteristics and buying motives of commercial buyers?
2	Finding your customers	• Prospecting your customers correctly
		• Finding your prospect
		• Qualifying prospects
		• Managing prospecting plan
3	Approaching your customers	• Craft the right selling environment for your buyers
		• Gaining attention of prospective customers
4	Sales message	• Effectiveness of sales presentation and message
		• Characteristics of successful sales presentation
		• Resolve major types of sales barriers
		• Product and service demonstration guideline
5	Overcoming sales resistance	• Six principal types of buyer resistance
		• Techniques for handling resistance
		• Skill of asking and answering
6	Closing the Sale	• Recognizing buying signals
		• Demonstrate the techniques for closing sales
		• Post sales period and its purpose and importance
7	Keeping happy customers	• Successful following up activities
		• Steps to maintaining goodwill

Contact our Sales Consultant for assistance - free of charge

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