

# Professional Selling Techniques

## Course Objective

- Understand customer decision process
- Create the interest for your customer to talk to you and find out more about your products/services
- Understand customer's needs and increase the desire of your customer to buy from you
- Provide solution through consultative selling
- Build long term loyal customers

## Target Audience

Sales professionals/managers who want to improve their sales through effective sales strategy and techniques.

## Course Outline

- **Consultative Sales Framework**
  - Winning traits of successful sales professionals
  - Increase effectiveness through Consultative Sales Framework
- **Creating Value Proposition**
  - Give value to your customers, not discount!
  - Creating value proposition to differentiate yourself from your competitors
- **Fascinating Opening**
  - Techniques to let your customers remember your products/services
  - Capturing customer's attention through exciting benefits statement
- **Building Good Rapport**
  - Gaining effective rapport using Neuro-Linguistic Programming
  - Understanding your customer's thoughts and preferences
- **Spotlight Needs**
  - Understanding decision criteria of various DISC personality styles
  - Asking powerful questions to identify customer's hot button
- **Objection Handling**
  - Understanding the real reason for objections
  - Techniques to handle difficult customers
- **Sizzling Solution**
  - Using multi-sensory to sizzle up your solution
  - Articulating the benefits and urgency to take action
- **Close Now**
  - Practical techniques for immediate closure
  - Building trust and long term relationship

## Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$428.00
Non-member	\$535.00

## Trainer

Koh Thong Joo is a business practitioner with more than 20 years of industry experience working in MNC; Statutory Board; SME; Public Listed Company and Corporate Training. During his career, he has spearheaded various portfolios including sales & marketing; business development; strategic planning and corporate training. Thong Joo holds certification in Master of Science (Industrial/Organizational Psychology & HR Management) by City University of New York; Advanced Certificate in Training and Assessment (ACTA); Certificate of Business Chinese; Certified Practitioner Of Neuro-Linguistic Programming® (NLP); Certification as a Human Behavior Analyst (DISC Profiling); Silva Method; and Business Coaching. He specializes in providing training in the area of sales; managerial and leadership skills; applied psychology; presentation skills; creative problem solving and service excellence. He has conducted numerous training in Singapore, Malaysia, Brunei and China.

Please refer to SNEF website for available dates  
 Duration : 2 days, 9am to 5pm (14 hours)  
 Course Venue : SNEF Corporate Learning Centre @ Tanglin

**Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)**  
 Click on 'Training' and Course Category 'Marketing & Sales'

## Enquiries:

Veena Tharmaseelan

DID: 6827 6973

Training hotline: 6827 6927

Email : [veena@snef.org.sg](mailto:veena@snef.org.sg)