

## **PROGRAMME PROPOSAL**

A 2-day in-house programme on

### **THE PSYCHOLOGY OF SELLING**

~ How to listen, learn and build relationship ~

#### **The Rational**

Salespeople can do their job from behind a counter, over the phone, or even by visiting their clients personally, whether they're right down the hall or on the other side of the world. Most salespeople pitch their products dozens of times a day, five days a week. Whatever the product, they must convey confidence and goodwill, for making a sale requires a trusting consumer. People in sales must be ready to deal with rejection and disgruntled customers.

This 2-day workshop focuses on the practical relationship of sales dynamics. It will help sales person to turn setbacks and rejection into increased sales.

#### **Objectives**

- Secrets of dealing with people.
- Understand Your Selling Psychological profile.
- Getting Referrals successfully.
- Turn setbacks and rejections into increased sales.
- Recognize customer needs and wants
- Prospects and secure new business
- Discover your own sales potential

## Course Outline

### Day One:

#### Session One

##### Personal Development:

- Self analysis.
- Developing Positive Mental Attitude.
- Matrix of Communication-for effective sales results.
- Understanding Body Language.

Role Play: How do you communicate?

#### Session Two

##### Seven steps of selling:

- Prospecting for the Right Customers.
- Approach.
- Qualification
- Sell the Company.
- Fill the Need.
- Act of Commitment.
- Cement the Sale.

Role Play: Mastering seven steps of selling.

#### Session Three

##### The Five Buying Decisions:

- About you, the salesperson.
- About your company.
- About your product.
- About the time to buy.

Activity: Group Discussion

**End of Day one**

#### **Session Four**

##### The Art of Asking Questions:

- Open-Ended Questions.
- Closed-Ended Questions.
- Fact Finding Questions.
- Feeling Finding Questions.
- Reflective Questions.

Activity: Group Discussion.

#### **Session Five**

##### The Six Buying motives:

- Desire for Gain.
- Fear of Loss.
- Comfort and Convenience.
- Security and Protection.
- Pride of Ownership.
- Satisfaction of Emotion.

Activity: Role Play.

#### **Session Six**

##### World Class Selling in the Real World.

- Recognizing Closing signals.
- Applying Radical Closing Methods.
- Listening Skills.
- Handling Objections like a Professional.
- How to End and “Close” After the Presentation.

Activity: My Potato

**End of the program**

## Methodology

- 70% Practical
- Group workshop & discussion
- Non-formal atmosphere to enable participants to creatively contribute explore and debate.
- Role Play
- Group presentation
- Indoor activity
- Follow up oblique follow through
- Instant creation of checklist, notes & ideas for immediate implementation

## Facilitation Fees

To be discussed with clients



**Day Two:**