



SurgingSales™ Selling Skills



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- help your customers to happily buy what you want them to buy

Introduction

Revenue generation is the lifeblood of every organisation. In order to create revenue, sales people have to do the selling to a customer or a group of customers.

Is your sales force trained to sell effectively or do they struggle to meet objectives?

Selling is a learned technique and almost all sales people don't inherit the born-to-sell genes. Add to this, the fact that customers like to buy but hate to be sold stuff.

So how do you get sales staff to get customers to buy without selling?

The solution is to train your sales force to be as smooth as silk in their discussions with customers, so that when the customer buys, they think they made the decision themselves without the help of your sales team.

Selling is a science and every sales person regardless of their academic qualification can become a professional sales person. Gender and age are also irrelevant in becoming a successful sales person.

Sales in the B2B environment is slightly different from a B2C scenario although the principles are the same. In B2B, the customer is buying for business purposes and the decision making process will be different.

This is where the B2B sales person has to understand that the selling process begins way before he or she meets the customer or prospect. And the selling process doesn't end after the sale either. Furthermore, when presenting or discussing with the prospect or client, the dynamics is different from a consumer's buying behaviour.

The Programme

Course Objective

To boost the selling skills of B2B sales personnel to be able to increase closing rates and increase per transaction value.

Who should attend

- * All Sales Staff
- * Senior Management and other staff who need to understand the selling process

Course Benefits

- * Be able to prepare effectively before each customer visit and set visit objectives
- * Be able to initiate discussion during first visit and subsequent visits effectively
- * Be able to uncover needs and wants of customers
- * Be able ask questions effectively, listen actively and present product benefits
- * Be able to present to single customers and to groups with different media
- * Be able to handle customer responses effectively
- * Be able to close and achieve visit objectives
- * Be able to follow up after the visit effectively

Course Methods

This training course will be delivered in a highly engaging and interactive way.

There will be:

- * Trainer input and tips through short presentation, demonstration and discussion
- * Individual and small group exercises with facilitated group review of learning
- * Group discussion
- * Practice sessions in pairs or trios with feedback and coaching

Duration

- * 2 Days

Course Outline

Day 1

- * Intro to SurgingSales
- * Pre-call Preparation
 - ★ Sources of data
 - ★ Data mining
 - ★ Record keeping
 - ★ Call objective setting
 - ★ Daily call plan
 - ★ Route setting
- * The Visit Intro
 - ★ The Wait
 - ★ First time visit
 - ★ Follow up visits
 - ★ Ice breaking techniques
 - ★ Leading to call objectives
- * Uncovering the Wants
 - ★ Needs vs Wants
 - ★ Questioning skills - Brain-HooknRod™, Spanner-in-the-Wheel™, Ziplt Moment™
 - ★ Active listening
 - ★ The 4-Step or 6-Step Need Mining System™
- * Body language for sales
 - ★ Interpreting customer body language
 - ★ Responding to body language

Day 2

- * Product/Service Presentations
 - ★ Benefits vs Features - So What Formula™
 - ★ Presenting one-to-one
 - ★ Presenting to groups
 - ★ Using printed materials
 - ★ Using laptops
 - ★ Using projectors
- * Handling Customer Responses
 - ★ Questions
 - ★ Objections
- * The Close
 - ★ What is a Close
 - ★ Types of Closes

- * It's not over
 - ★ Types of follow-up

- * Wrap-up

Elements from this programme have helped companies, like Astra Pharmaceutical, Novartis Corporation and Sanofi Pasteur to boost their employee performance levels. A combination of this programme elements and PerformBoost launched growth of one of these companies by 465% over an 8-year period.

The lessons in this programme have also benefited individuals from Malaysia and Internationally to launch their entrepreneurial ventures successfully.

The Trainer

James Pereira

James Pereira spent 22 years in the pharmaceutical industry in several Multi-National Companies. He has been involved in sales and marketing as a Product Manager, Sales Manager and Sales & Marketing Director in the Malaysia, Singapore, Brunei sub-region.

Among his achievements in the pharma industry were developing a performance management system and initiating a career development programme in his Division for succession planning purposes. His OD initiatives resulted in rescuing doomed divisions and even taking a Division from USD 3 million to USD 30 million in 9 years.

He operated a pharmacy with his wife that developed his skills in B2C reputation marketing and customer engagement techniques.

After leaving the pharma industry, he spent 2 years in the academic world as a Deputy Dean of the Post Graduate School in a private university. He obtained a grant from the Ministry of Higher Education to develop a Malaysian Appreciative Inquiry Model to boost performance among Malaysian companies. He is also a Visiting Lecturer for the University of Sunderland (UK) MBA programme delivered at SEGI College.

James obtained a BSc (Hons) from USM in 1986 and an MBA from Strathclyde University in 1995 and received the Book Prize for Organisational Development.

James is a business columnist with Free Malaysia Today news portal, sharing his expertise on organisational development and reputation marketing topics.

He founded Lion Reputation Marketing Coach providing revenue generating services to companies in Malaysia and North America focusing on Performance Development Consulting and training in Leadership Skills, Coaching Skills, Selling Skills, Sales Leadership Skills and Marketing Planning Skills.

James has spent many hundreds of hours as a life and business coach with U.S. based T.Harv Eker's Reasons or Results Worldwide, coaching Malaysian and International clients.

Among the clients he has provided consulting and/or training services include

- * **Healthcare** - D'Apotic Pharmacy, Tripti Bumis, Beverly Wilshire Medical Centre, Tropicana Dental Surgery, Smith & Nephew, Holista Coltech
- * **Swiss Luxury Watch Brands** - Breitling, IWC, Jaeger LeCoultre, Audemars Piquet
- * **Luxury & Common Automobiles** - Ferrari, Lamborghini, Hyundai Sime Darby
- * **Fortune 500 Companies** - McDonalds & Domino's Pizza
- * **Logistics** - Shriro, Megalift, Multi-trans
- * **Oil & Gas** - Enersea, IDS, Upeca
- * **Electrical & Electronics** - Schneider Electric, KVC, RPS Automation, MCL, Logic Builder, Pentapower, Combi Master Drives, Cupex Electrical, Compact Electrical, Maydenki
- * **E-commerce** - ZiccoTees, Covo Cosmetics
- * **F&B** - Bella & Luca Pasta Fresca, Baby Cakes Shoppe, La Taverna Restaurants
- * **NGOs** - TECH Outreach, Bethel Community Centre, Malaysian Dietary Supplement Association, American Forests

James is an HRDF Certified trainer as well as an Associate Trainer with the Federation of Malaysian Manufacturers, Leaderonomics, RCS Dynamics, Tactics Asia and Blaze Avenue.

James serves as a member of the Harvard Business Review Advisory Council, Smartbrief Advisory Panel as well as a member of the National Human Resource Standards Interest Group Network.

About Lion Reputation Marketing Coach

LRMC is Malaysia's First Reputation Marketing organisation dedicated to helping businesses of any size in any industry to boost their profits by building their online and offline reputation via continuous improvement of their core functions, core processes and core competencies. We consult and coach companies to jumpstart their operational areas to supercharge their sales, slash costs and explode profits.

Training and Development of staff competencies in relevant areas to enhance performance and reputation is one of the core services LRMC provides.

A Bottom-Line Series Programme by



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