

COURSE TITLE: PROFESSIONAL CORPORATE SALES SKILL

OVERVIEW

As businesses become increasingly competitive, organisations cannot hope to survive and prosper without effective marketing. An essential element in those marketing programmes must be a sales force which is well informed, motivating and professional when dealing with corporate customers.

It is sometimes said that good sales people are “born and not made” which is of course untrue. Corporate selling is a developed social skill, which takes time and effort to acquire. It one of the most sought after profile for a Sales professional. The principles and techniques of a good corporate sales person can be learned and proficiency comes from their own practice.

The task of the corporate sales person is little more difficult and challenging. Unlike institutional and channel sales, the strategies needed to excel at Corporate sales are completely different. But some factors such as staying in touch with your market and always being ahead of the game are pre requisites of being a corporate sales professional whether you are in corporate sales or channel sales.

This program covers the principles and best practices of corporate sales, in the context of telecommunication industry. These principles and best practices will then be used to address selling opportunities in a variety of contexts.

COURSE OBJECTIVES

Upon completion of the course, participants will be able to:

- Examine the difference between sales and marketing
- Understand the market there are operating in
- Build prospect profiles and use different channels to identify prospects
- Get the appointment tactfully and with persistence
- Present the product or service as a potential solution and needs-satisfier
- Handle objections smoothly
- Keep the sale or negotiation moving forward
- Close more sales efficiently

DURATION

2 days

TARGET AUDIENCE

Sales personnel

COURSE METHODOLOGY

The latest thinking on sales will be shared with the group and there will be regular opportunities for skills practice in both small and larger groups. Skills will be reviewed for continuous improvement.

The learning will have **five fundamental principles** which will be:

- Highly engaging (methods that talk to the 'head and heart')
- Interactive (mix of experience, discussion and practice)
- Innovative (latest thinking & tools) and...
- Encourage participation (a 'Socratic' learning methodology applied) so that delegates take ownership of their own development and future behaviours.
- Taught in both English and Bahasa Malaysia

COURSE CONTENT

SESSION 1 - INTRODUCTION & UNDERSTANDING THE BIG PICTURE

- Welcoming
- Ice Breaker- Knowing Me Knowing You
- Understanding the Big Picture
- Program Framework
- OPRAH Etiquette

SESSION 2 - INTRODUCTION TO CORPORATE SALES

- What is Selling?
- The difference between selling and marketing
- The 3 Attributes of A Top Corporate Salesperson
- The 12 Characteristics of Professional Corporate Salesperson
- What Makes A Successful Corporate Salesperson?
- What Do Customers Look for Corporate Salesperson?

SESSION 3 - UNDERSTANDING THE MARKET

- Classification of markets
- Characteristics of markets
- Buyers behaviour

SESSION 4 - THE 5 STEPS SELLING PLAN

- Preparation
- Approach
- Business Needs Analysis
- Presentation and Recommendation
- Closing and Handling Objections

SESSION 5 - STEP 1: PREPARATION

- Finding New Customers
- Preparation
- Prospecting Methods

- Qualifying Prospects
- Managing Prospect Information

SESSION 6 - STEP 2: APPROACH

- Where Is A Sale Lost?
- Finds and Developing Points Difference or Unique Selling Proposition
- Identifying Keys Features of Products or Services
- Approach Methods

SESSION 7 - STEPS 3: BUSINESS NEEDS ANALYSIS

- The Purpose Permission Techniques of Business Needs Analysis
- Needs Analysis Principles
- How Needs Develop
- Understanding the Needs Analysis Framework

SESSION 8 - STEPS 4: PRESENTATIONS AND RECOMMENDATIONS

- Sales presentation techniques
- Presenting Sales Solutions
- Customised sales presentation

SESSION 9 - STEPS 5: CLOSING THE SALE

- Buyer signals
- Managing Buyer Resistance
- Objection Handling Process
- Specific Closing Strategies
- Negotiating the Sale
- Managing their record of sale

SESSION 10 - STEPS 5: ACTION PLAN

- Summary of learning
- Action plan
- Evaluation