



"Selling Skills - They Don't Come Naturally"

MAMSA, UK

DESIGNING YOUR SALES TALK

What is Designing Your Sales Talk all about? It is a practical 'how to' programme specially designed for salespeople who wish to develop their sales talk to an even higher professional standard. Using a powerful model of selling, these sessions will show salespeople how to focus their efforts on the critical steps that will advance the sales to closure.

Designing Your Sales Talk is a sales performance solution that offers a proven, step-by-step process for face-to-face selling that equips salespeople with the skills they need to secure more profitable accounts, build ever-lasting relationships and also obtain more repeat sales, which is often the key to a salesperson's success.

The focal point of the sales process is the sales call or the contact with the customer or prospect and this programme provides the salesperson with the necessary tools to improve and refine the sales call in order to achieve the desired result.

Highlights of Designing Your Sales Talk

<p>Preparing The Ground</p> <ul style="list-style-type: none"> - Review knowledge and skills required in selling - Plan the use of different techniques - Profile profitable prospects 	<p>The Central Sales Process</p> <ul style="list-style-type: none"> - Initiate the opening of the sales call - Use the P.A.I.N technique - Build your sales talk towards the close 	<p>Tracking and Developing Cycle</p> <ul style="list-style-type: none"> - Plan follow-up strategies - Diagnose and evaluate pre-sale & post sale activities - Review and sharpen techniques
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Learning Objectives

- ✧ Learn how to use the central sales process to maximum effectiveness and refine the selling process to achieve increased profits
- ✧ Learn to sell beyond features, benefits and also advantages and address objections about the product/service
- ✧ Develop lasting relationships with prospects and turn them into profitable lifetime customers

Designing Your Sales Talk

Programme Duration: 3 sessions of 2 ½ hours per session.

Commencement Date: Start Anytime

Participants will receive"

- ✧ Sales Performance Coaching Support for 3 months.

Designing Your Sales Talk is a flexible and personalised programme in which participants can choose to attend either as a group or on a one-to-one basis.

For more information, please contact:
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REGISTRATION FORM

Please Tick:

- Please register me for the Designing Your Sales Talk
 Group One to One

NAME _____ NRIC/P.PORT NO. _____ TEL _____ (O)

ADDRESS _____ (H/P)

_____ POSTAL CODE _____ EMAIL _____

COMPANY _____ DESIGNATION _____

Kindly fax or mail registration form.