



THE INSTITUTE OF
SALES & MARKETING

Professional Selling Skills – A 3 Day Course

Date: December 21st 22nd 23rd 2009 Venue: Dubai, United Arab Emirates

Proven strategies that will significantly increase your sales and profitability



Selling is the process of helping someone see the value in a product or service they might otherwise not have seen. Although there is no best way to sell there are certain steps which if executed in a methodical process will attract the right prospects, qualify, convert and retain them as customers and dramatically increase your potential for success.

The instructor was excellent and very experienced, the fact that it was run by a UK ISM Training Company was evident
Ranjit Sohoni, Product Manager, Al Futtaim

Introduction

A demanding programme for developing high sales performance

This hands-on, exercise driven program teaches skills that boost sales and profitability through an increased understanding and implementation of the need-satisfaction sales process. Participants learn how to concentrate their focus on each client's particular situation, needs, vision, the internal staff who makes all of this possible and other opportunities to increase business. The key is in determining how the product or service will provide meaningful value to a client even in a competitive or saturated market.

The ISM Course Director will take each participant through the step-by-step sales process critical to the pre-approach, approach and after sales service. This will be done through a highly charged, enjoyable 3 day course involving lectures, classroom exercises, role-plays, discussions and extensive accompanying course-notes (delegates are also expected to take their own personal extensive notes)

Objectives for the programme

- Be more confident in how you approach the sales process.
 - Learn how to close more sales in less time.
 - Learn how to increase the profitability of each sale.
 - Learn how to present your products in a professional manner.
 - Use your time more effectively.
-



Course outcomes

- Understand the reasons behind buying and selling.
- Learn the skills and competencies of a successful sales person.
- Lead generation and qualifying prospects.
- How to use the phone more effectively to save time.
- How to use the phone for prospecting and appointment making.
- Learn how to prepare and plan for client meetings.
- Discover a comprehensive sales process **(See next page for full details) ***
- Use behavioral analysis and body language in building rapport.
- Effective questioning and listening skills.
- Learn how to plan, prepare and make professional presentations.
- Understand and deal with objections to buying.
- Cover the methods of gaining orders and customer commitment to purchase.
- An introduction to negotiation.
- After sales and ongoing customer service.



Understanding needs

Long term sales success comes from really understand what our clients need.

In this course we will thoroughly explore how to use questions in the most effective way to uncover real and perceived customer needs and learn how to relate our products and services appropriately.

We will use a mixture of role plays and exercises to illustrate the points made in a highly engaging, effective way and fun way.

- Develop rapport and trust with a variety of personality types
- Plan a questioning strategy that will uncover real organisational needs
- Gain endorsement, respect and trust from clients and prospects
- Understand why some relationships are more productive than others
- Discover their own preferred way of doing things and level of versatility
- Build real need and desire within the client before presenting their solution
- Overcome resistance or indifference



THE INSTITUTE OF SALES & MARKETING

The sales process in more detail:

As every top level sales manager knows a clear and usable sales process is fundamental to sales success. A solid sales process, if followed and adopted correctly will always increase sales and profitability.

Planning

Time management and personal organisation; Prioritisation Skills.

Prospecting

Sources of information; basic marketing; getting appointments by phone; the 30 second sales pitch; making an appointment.

Qualifying

Positive thinking; first impressions; finding the M.A.N.; the decision making process; suspects, prospects and blockers.

Fact Finding

Understanding vs. persuading; questioning; thinking and linking; past present and future based questioning; listening skills; problem solving; competitive value map.

Needs Based Selling

Understanding organisational needs; questioning stages: orienting, analyzing, and developing. Problem categories – Finance, Image, Performance based problems; tactical probing skills; the Value Equation.

Presenting

Features, Advantages, Benefits; how to relay back the various positive elements of your product/service.

Committing

Asking for commitment; dealing with objections.

Emotional Intelligence

Understanding different personality styles; understanding your own behavioural preferences; identify who you are dealing with; being able to modify your behaviour to develop strong relationships and rapport with customers and prospects.



**THE INSTITUTE OF
SALES & MARKETING**

Telephone: + 971 4 345 3353 Facsimile: + 971 4 345 3356 Email: training@ISMdubai.com

To: **Simon Parker**
Company: **ISM**
Fax Number: **04 345 3356**

Course Application Form: **Professional Selling Skills.**

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of Sales and Marketing employees for which you are in charge:
No. of years experience in Sales/Marketing role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
Currency is UAE Dirhams.

Individual 4,960 Dhs
Group (More than one) 4,460 Dhs

<input type="checkbox"/>
<input type="checkbox"/>

Name/position invoice should be addressed to:

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thankyou.

Tel: 04 345 3353 PO Box 33851, Dubai, UAE. Fax: 04 345 3356
Training@ISMdubai.com "Towards Best Practice..." www.ISMdubai.com



THE INSTITUTE OF SALES & MARKETING

STEVE HALLIGAN – Course Director



Steve has been active in all aspects of sales for over 25 years he moved to Dubai in 1991 and is the Managing Director of a Dubai based employee motivation specialists.

During his time in the region he has gained unique insights into the issues that motivate (and in many cases de-motivate) employees and what management can do to develop and implement more productive strategies.

His highly energetic and clear communication style helps to make what is a very complex issue, simple and understandable with actionable ideas and recommendations.

He has worked with multi-national, local companies and several government bodies. With the research tools they have developed he has a wealth of data and case studies to support his consulting and training interventions.

Steve has develop and delivered a series of training programs across the region ranging from leadership and management to personal skills such as time management and public speaking. His highly energetic and dynamic style ensures that all course delegates leave with some new found knowledge or ability.

He has worked across the region and has extensive experience in the following industries:

Automotive; Airline; Hotels and Hospitality; Medical; Pharmaceutical; Publishing; Construction; Banking; Government; IT; Logistics; Advertising; Oil & Gas; Telecoms; Retail.

What people say about this workshop:



"The whole programme was fantastic an excellent course and instructor which really delivered more than what I would have expected; the knowledge gained in three days would take me 5 years in real life"
AbdulMajeed Abdeen, Technical Support, Q-Tel Qatar.

"The training method and style was 10 out of 10, I now have a structured process to my sales and have been given the ability to handle objections and close sales"
Prithviraj, Business Development Manager, PanCyber technologies.

"It was an exciting seminar which made it great to learn more, not only did we cover the techniques and theories but also real life examples" Shariar Khodjasteh, Marketing Manager, Carpetland

"The content and material will benefit my role, it was 100% relevant especially the section on pricing which has taught me that sometimes its better to walk away from a sale rather than discount"
Pete West, Business Development, Drill Co.

"Lots and lots of practical solutions to increase productivity by re-focusing in the right direction can't wait to implement them" Dirosh Amarrasinghe, Business Development Manager, TNT

"Thankyou for a fantastic course very entertaining, I've got to know my self and the ways to improve my approach to objections and I now have the confidence to provide solutions"
Chantel Bayman, Business Development Executive, Doha Golf Club

"Excellent trainer and material and great to meet all these people facing the same issues as me"
Moh'd Allawi, Regional Sales Manager, Fastlink Jordan.

"Superior quality of education made easy to understand and great fun. Good hand-outs, clear sales aids and good variety of co-participants, will make a big impact on my ability to do my job better"
Vicki Morley, Marketing Manage, Clyde & Co

"I found this course very beneficial. The teaching techniques were excellent for my way of learning. All round excellent course which I would recommend to anyone"
Martin Grove, Sales Executive – wholesale, Sanipex

"Great course, very relevant for selling, wish it had been longer, please keep me informed of any other courses you run" Labeed Abdal, Owner, Law Firm of Labeed Abdal, Kuwait

"Thanks for the brilliant course" Anne Brackx, Sales Executive, Vincotte International.