

- Sales Skill Improvement-

A key to increase business revenue!

- ☑ How to identify and approach potential customers in order to increase market share?
- ☑ What to prepare and how to make a great first impression with customers?
- ☑ How to present product/ service persuasively?
- ☑ How to turn a new customer to become a royal and repeat customer?

“Professional Sales Skill” training course provides necessary knowledge and techniques to build up strong relationships with customers, to increase sales number as well as enhance business’ activities.

~ Important lessons & tips for sales success~

Professional Sales Skill

(B2B and other industrial products/ service)

Target : Sales staff, business staff and etc.

Training venue: At client’s company as required (2 days)

Objectives

- Be able to use information from different sources in order to identify potential customers.
- Understand thoroughly necessary skills and whole professional sales process in order to increase sales productivity and sales number.
- Be able to create more sales opportunities after having contract signed.

Content

Part 1: Identify potential customers

1. Identify and classify new customers
2. Method of identifying new customers
3. Build and develop potential customer database.

Part 2: 5-Step Process of approaching & selling products/ service to customers

- ❖ **Step 1: Preparation for approaching customer**
 - Search for customers’ information
 - Select right person to approach
 - Make the most effective approaching plan
- ❖ **Step 2 : Sales meeting presentation**
 - Start sales meeting presentation effectively
~ 30-second first impression!
 - Identify customers’ needs & create sales opportunity
~ Listening and questioning techniques
 - Important tips for a successful sales meeting
- ❖ **Step 3: Product/ Service presentation & Negotiation**
 - Method of presenting product/ service
 - Negotiation techniques
~ Frequent situations and solutions
- ❖ **Step 4: Close sales negotiation**
 - Hints of closing sales negotiation
 - Types of closing sales negotiation & solutions
- ❖ **Step 5: Sign a business contract**
 - Important tips for signing business contract.
 - Maintain professional customer care.
 - Create new sales opportunities
 - ~ Signing a business contract is only the beginning stage ~

Part 3: Summarize and Action Plan

~ Make a action plan for improving sales skills~

※ The above content is subject to change without prior notices.



AIMNEXT VIETNAM CO., LTD.

2F, Nam Giao Building 1, 261 – 263 Phan Xich Long,
Ward 2, Phu Nhuan District, Ho Chi Minh City

TEL: (08) 3995 8290
Fax: (08) 3995 8289
Email: training-vn@aimnext.com
URL: www.aimnext.com.vn