

MASTERING THE ART OF SALES

~for B2B sales of industrial products and services~

Don't SELL, let clients BUY

- ✦ How to identify and obtain potential customers in order to increase market share?
- ✦ How to make a great first impression with customers?
- ✦ How to clearly identify and understand client needs, then turn your solutions and products become the optimal choice for clients?
- ✦ How to maintain customer loyalty?

This course equips you with the essential knowledge and techniques to cultivate strong client relationships, boost sales figures, and elevate your business performance

CONTENT

Part 1: Overview of Sales

- ◆ New perspectives on Sales: Create value and benefits for clients
- ◆ Sales positioning ~ Overcome sales obstacles
- ◆ Keys to success in sales
- ◆ 3 roles of a salesperson
- ◆ 3 essential factors for a successful salesperson

Part 2: Techniques for finding and approaching potential clients

- ◆ Process of identifying and targeting clients
- ◆ Develop a client-approaching strategy
- ◆ Skills for making appointments
- ◆ Make a strong first impression with clients

Part 3: Techniques for identifying and stimulating client's needs

- ◆ Recognize client's motivations for decision-making
- ◆ Understand client's purchasing principles and processes
- ◆ Questioning and listening skills to address client's needs
- ◆ Understand underlying needs beyond explicitly stated requirements

Part 4: Sales presentation techniques

- ◆ Use DISC to identify customer personality for a persuasive presentation
- ◆ FAB Formula – Product Presentation Technique
- ◆ Determine the right time to offer solutions
- ◆ Present solutions that meets customer needs

Part 5: Successful Sales closing skills

- ◆ Understand barriers in sales-closing
- ◆ Sales-closing process and techniques

Part 6: Client's rejection handling skills

- ◆ View rejection as opportunities
- ◆ Understand the reasons behind client rejections
- ◆ Rejection-handling process

Part 7: Relationship building and customer care after sales

- ◆ Analyze relationships for opportunities
- ◆ Connect with and build intimacy with clients
- ◆ Create value for clients through ongoing relationships

Part 8: Summary and Action Plan

※The above content is subject to change without prior notices



OBJECTIVES



- ➔ Have a professional sales mindset & a positive sales attitude
- ➔ Understand the types of clients as well as their expectations and feelings towards your products and services
- ➔ Develop the ability to identify, approach and build relationships with clients
- ➔ Master the B2B sales process effectively
- ➔ Be able to maintain relationships with clients after the sale

TARGET



- ☒ Staff ☒ Middle-Management
- ☒ First-line Management ☐ Top-Management

METHOD



30% theory, 70% practice through group discussions, presentations, case studies, role-playing, games, etc.



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