

# Professional Selling Skills

INSTITUTE OF SALES AND MARKETING

AN ISM EXECUTIVE TRAINING COURSE

**6th 7th & 8th March 2012**



## Introduction

Professional Selling Skills is a three-day Masterclass workshop from ISM Dubai that pulls out all the stops on the art of selling. Selling skills have never been more essential than they are today, and your sales team's ability to be effective and consistent will directly underpin your company's ability to return a healthy profit.

Selling has always been competitive, but in the modern marketplace it is becoming ever more challenging; and in an increasingly international market, the world's winners will be those who understand how to sell and negotiate across national borders.

Professional Selling Skills has been specially created for all those selling professionals who recognize that there is much more to being a successful salesperson than making price concessions.

"Excellent course, a must for aspiring sales professionals!"

**Peter Barr, DIFX Training**



+971 4 457 3814



+971 4 457 3999



info@ismdubai.com www.ismdubai.com



## Course content:

- The Four Elements of the Sales Conversation.
- The difference between selling and sales negotiation.
- The importance of thorough pre-sales research and preparation.
- How to identify key decision makers and their convincer strategies.
- Using the latest Neuro-Linguistic Programming (NLP) techniques to read and interpret your buyers' verbal, vocal and visual signals.
- How NLP techniques can turn you into a more professional questioner, listener and communicator.
- How to sell the real benefits of your products and services.
- Customer objections and how to overcome them.
- Running a professional sales presentation.
- Concluding the sale more quickly and effectively.

## Participants

The course will have a maximum number of sixteen people.

## Who should attend?

This programme is designed for all those who have an influence over the sales function.

## Timings, Location and House keeping:

- All days will commence promptly at 9.00am with coffee and pastries available from 8.00am onwards.
- Lunch will be provided to all delegates at approximately 1.00pm There will also be short intervals to break up the day.
- Each day will aim to conclude by 5.00pm but please allow for over run.
- Certificates will be provided to all delegates after the programme has concluded.
- No Mobile phones will be allowed inside the training room but there will be regular short "Leg stretching" intervals.





## Course Objectives

On completion of this Training Masterclass, delegates will be able to:

- Understand the importance of selling within the Sales & Marketing function
- Identify the Four Elements of the Sales Conversation
- Recognize and develop the Seven Key Characteristics of top salespeople
- Understand the psychology behind the processes of buying and selling
- Plan and prepare fully and effectively for a sales meeting
- Use Neuro-Linguistic Programming (NLP) techniques to read and interpret both intended and unintended body language signals, and to adapt their selling style to match the buying style of the buyer
- Use the latest NLP listening and questioning techniques that guarantee to identify the customer's real needs
- Use ice-cool presentation techniques to sell your products and services to an audience of prospective buyers
- Use a Benefit's Analysis Chart to identify your unique sales propositions and differential benefits
- Recognize customer objections, test their veracity and use one of four techniques to counter and overcome them
- Use effective negotiation techniques to bid and bargain in a selling situation
- Identify opportunities to close the sales conversation by recognizing the specific convincer strategies of different buyers
- Recognize the part of effective customer service in the selling process

## Upon successful completion of the course attendees will:

- Understand the reasons behind buying and selling.
- Explore the differences between the sales and marketing functions and the sales person's role.
- Learn the qualities of a successful sales person.
- Learn how to prepare and plan for a client meeting.
- Why people dislike being sold to and how to avoid the wrong approach.
- Learn a comprehensive step by step sales process from prospecting to closing.
- How to use the phone more effectively to gain appointments. (Mind Mapping)
- What is it customers want. How do we empathise with them. (Body Language)
- Effective questioning skills/Effective Listening skills.
- The fundamentals of good presentations.
- How to deal with objections to buying.
- The basics of the negotiation process.
- Cover the methods of gaining orders and customer commitment to purchase.
- What are features and benefits and their significance in the selling process.
- Cover the methods used to discover new business, work out and discuss the level of creative activity required to provide enough prospects to convert new business .
- Gain the delegates' agreement and understanding for the need to qualify their prospects in selling.
- After sales service And its importance in the buying cycle .



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

“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

“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

## Course Director: Steve Halligan

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

The Core Group are dedicated to helping organisations achieve better results through developing and maintaining high levels of employee motivation.

### Career Experience:

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

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

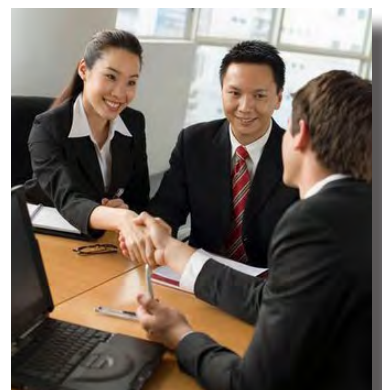
During his time in the region he has gained unique insights into the issues that motivate (and in many cases de-motivate) employees and what management can do to develop and implement more productive strategies. His highly energetic and clear communication style helps to make what is a very complex issue, 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, The Core Group has a wealth of data and case studies to support their consulting/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.



“His highly energetic and clear communication style helps to make what is a very complex issue, simple and understandable”



# COURSE REGISTRATION FORM

## Professional Selling Skills



Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999, Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE: 4960 Dhs following discounts apply.

- PLATINUM PACKAGE** Send 4 delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 4460 Dhs per person
- 2 Delegates (receive a 5% discount) 4700 Dhs per person
- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

#### Enquiry form for related courses

Fax to: + 971 4 457 3999

Please send me details of 2012 training calendar

- Social Media & Digital Marketing 13th & 14th May 2012
- Finance for Non Financial Managers 15th, 16th 17th May 2012
- Marketing Masterclass 20th, 21st & 22nd May 2012
- Presentation Skills 23rd & 24th May 2012
- Professional Selling Skills 27th, 28th & 29th May 2012

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 PO Box No: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel No: \_\_\_\_\_ Fax: \_\_\_\_\_

### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.