

Equip yourself with the latest and most powerful selling techniques today!



THE POWER SELLING WORKSHOP

DRIVING POWERFUL SELLING RESULTS

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Many salespeople lack the fundamental cutting-edge selling skills to be successful. Most of what they know is learnt through on-the-job training, which is more often than not, contingent on the “generosity” and expertise of their peers or superiors.



This power selling workshop equips salespeople with an in-depth view of the sales process, enhances selling skills at each phase of the sales process and emphasizes a sales savvy mindset. While performing at their fullest potential, salespeople shall achieve a more fulfilling and rewarding career.

Learning Outcomes

At the end of the workshop, participants shall be able to demonstrate the following:

1. Recognize and create selling opportunities
2. Use techniques to build and enhance rapport with prospects
3. Apply creative selling techniques
4. Identify customer buying signals and apply Power Questioning
5. Apply result-based techniques in persuasion

Topics

1. Power Recognition and Creation of Selling Opportunities
 - It all begins with the mind
 - Selling is anywhere and everywhere: Be a 24/7 sales person
2. Power Rapport: Be A Friend Not A Foe
 - Create the right impression: 4 qualities
 - Impression management: 7 colours
 - Non-verbal rapport: 10 techniques to build rapport
 - Communication: The 7 sins and 7 commandments
3. Power Persuasion
 - Principles of Persuasion: 2 persuasion models
 - Effective Persuasion: 5 factors to be persuasive
 - Product knowledge: 9 things you should know about your product
 - Effective Communication: 5 techniques
4. Power Questioning
 - Listen: 9 tips for effective listening
 - Identify customer needs: 4 techniques
 - Get your prospect talking: 20 questions
 - Influence people to buy: 7 basic motivators
5. Power Selling Techniques
 - 6 popular selling styles
 - 5 point programme for establishing personal credibility
 - 5 ways to get a prospect's attention
 - 7 positive demonstration traits
 - Handling objections: The Power 7 Point Program
 - 5 Ways To Prove Value
 - The Art of Closing

BOOTSTRAP
The Growth Catalyst

65 Ubi Ave 1, #03-00 OSIM Headquarters, Singapore 408939
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17-18 MAR (Registration Deadline: 3 Mar 2011)	15-16 AUG (Registration Deadline: 1 Aug 2011)
25-26 APR (Registration Deadline: 11 Apr 2011)	19-20 SEP (Registration Deadline: 5 Sep 2011)
9-10 MAY (Registration Deadline: 25 Apr 2011)	24-25 OCT (Registration Deadline: 10 Oct 2011)
20-21 JUN (Registration Deadline: 6 Jun 2011)	17-18 NOV (Registration Deadline: 3 Nov 2011)
25-26 JUL (Registration Deadline: 11 Jul 2011)	12-13 DEC (Registration Deadline: 28 Nov 2011)

Workshop Fees

S\$680 per participant

Registration will be confirmed upon receipt of payment

Duration

2 days/9 am to 5.30 pm

Target Audience

- Sales executives who aim to develop their selling skills
- Sales managers who aim to impart enhanced selling skills to sales professionals under their charge



Facilitator

Johnny Ong is a Peak Performance Specialist at Bootstrap. He specialises in Personal Development, Self Confidence and Peak Performance. Besides holding training and speaking sessions for adults, Johnny also conducts motivational and personal development workshops in schools, something that he feels is a privilege to do.

Johnny worked as Sales Director in the music and hospitality industries. He has led and trained sales teams in various multinational companies for more than fourteen years in senior sales management positions. He left the corporate world in 2007 to pursue his passion in writing, speaking and training. He is the author of "Don't Live Your Life in One Day - 100 Effective Rules to Live a Meaningful Life".

Johnny's academic qualifications include a Master of Business Administration degree from the University of Hull (United Kingdom), as well as a Graduate Diploma from the Chartered Institute of Marketing (United Kingdom). His other credentials are an Advanced Diploma in Mass Communications from Oklahoma University (United States) as well as a Diploma in Business Studies from Ngee Ann Polytechnic (Singapore). He also recently attained an Advanced Certificate in Training and Assessment from the Institute of Adult Learning.

TO REGISTER OR FOR MORE INFORMATION



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