

The Difference is Atassh Consultants

Transforming Lives through Training & Development. Since 1991.

Module: PROFESSIONAL SELLING SKILLS at ENTRY LEVEL:
Program Duration 4 days

I. Introspection:

- a. Mapping your life Type of a sales person you are.
- b. What makes a sales person? 'A SUPER SALES PERSON'
- c. The core of success POSITIVE THINKING.
- d. Understanding the Buyer Behaviour.
- e. Value factors Buyer's evaluation about products and services.
- f. The importance of LISTENING.
- g. Building a dynamic sales personality.
- h. REPORTING It's importance.

II. How to prepare for a sale?

- a. Prospecting & pre approach.
- b. Organizing the selling function:
 - 1. Planning.
 - 2. Approach
 - 3. Interest
 - 4. Convince
 - 5. Desire
 - 6. Action

III. Close.

- a. How to help customers make up their minds.
- b. Closing Techniques.
- c. Make sure the customer is ready to be closed?
- d. Overcoming 'PRICE CONDITIONING' ---- Close.
- e. Closing with a clipboard.
- f. Closing over the telephone.
- g. Closing a group or a Board of Directors.
- h. What to do after you have closed the sale?

IV. Overcoming Objections.

- a. Why do customers raise objections?
- b. What do objections reveal?
- c. Rules for overcoming objections.
- d. Techniques.

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Synopsis of "COLLABORATIVE SELLING" (ADVANCED LEVEL SKILLS)

Program Duration: 6 Days

The world has changed in significant ways, and sales people today must have new skills, new attitudes and new understanding of how to work with their clients. Here are a few questions that might help demonstrate this point:

- Have you found that your competitors are more aggressive than they used to be?
- Do you have more competitors than you ever had in the past?
- Does it seem harder to sell your product now than it was just a few years ago?
- Are price issues a constant problem?

The ultimate Sales Training Program, for hungry sales professionals who want to excel in today's complex sales arena. It is based on a dynamic new approach proven in Sales Training Program in some of the nation's most successful companies. *COLLABORATIVE SELLING* supplies a result-driven, six-step communication and problem-solving program that helps you select the solutions that reward you and your prospect.

MODULE:

STEP I: Targeting Your Market.

- Demonstrate your Competitive Advantage.
- Identifying and Finding your Best Customers.
- Using Personal Marketing to Generate Leads.

STEP II: Contacting Your Prospect.

- Contacting Prospect with Direct Mail.
- Gaining an Appointment.
- Strategies to Improve your Relationships with Prospects and Customers.

STEP III: Exploring Your Customer's Needs.

- Exploring Needs Effectively by Asking the Right Questions.
- Listening Actively to Your Customers.
- Exploring Your Customer's Needs and Opportunities.

STEP IV: Collaborating With Your Customer.

- Creating Options to meet your Customer's Needs.
- Selecting Options with Your Customers.
- Proposing Solutions with your Customer.

STEP V: Confirming The Sale.

- Dealing with a Prospect's Rejection of Your proposal.
- Addressing Customers Concerns.
- Dealing with Postponement.

STEP VI: Assuring Customer Satisfaction.

- Servicing the Customer.
- Enhancing the Customer Relationship.
- Expanding Business Opportunities.
- Building a Lifelong Quality Relationship with your Customer.

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Module: PERFECT SALES PRESENTATION at ALL LEVELS:
Program Duration 2 days

1. Do your homework **BEFORE** the Presentation.
2. Getting past the **GATEKEEPER** on the telephone.
3. **CREATING** initial **INTEREST**.
4. The **FACT-FINDING** session.
5. **PRESENTING** the product.
6. **CONTROLLING** the sale.
7. **ASSUMING** the sale.
8. **OVERCOMING** objections.
9. **CLOSING** the sale.
10. **SERVICING** the customer.

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Module: COMMUNICATIONS - 'CONVERSATION CONTROL'
Program Duration 6 days

- a. How to assess your conversation control?
- b. How to recognize cues & clues?
- c. When to use problem-centered and solution centered behaviour?
- d. How to change conversations through statements and request?
- e. How to use time dynamics in conversation?
- f. Why territory & permissions are important?
- g. Ways you win or lose in conversation?
- h. How to use facts and opinions to diverge and converge?
- i. How visuals can improve your verbal?
- j. Get your summarizing act together.
- k. Conversational seduction and how to manage it?
- l. How to challenge Assumptions and be assertive.
- m. The art of giving feedback.
- n. When you are positive and when you are negative?
- o. How to speed up and slow down conversations?
- p. How you can use conversation control skills?
- q. How to improve your conversation control?

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SYNOPSIS – 'Customer Service' : Duration 3 Days

Introduction: Objectives of a Customer Service Skills Program:

1. To ensure a common base level of competence in customer service skills by all employees. These skills include:
 - Listening.
 - Assertiveness.
 - Communication, especially the use of clear English.
 - Effective passing on of work to colleagues.
 - Handling complaints constructively.
2. To reinforce understanding of each employee's internal and / or external customer's area.
3. To reinforce any other quality improvements taking place concurrently within the sales organization.
4. To encourage constructive problem – solving through prompt personal action by every employee.

Module:

- Why Customer Service Matters?
- What is Different about Good Service?
- Performance Standards.
- Turn Complaints into Opportunities.
- Listening to Customers.
- Assertiveness and Good Service.
- Effective Customer Communications.
- Internal Customers.
- Personal Action Planning.
- Self - Assessment Materials.

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MODULE – CUSTOMER RELATIONSHIP MANAGEMENT
DURATION 3 DAYS

- What is Customer Relationship Management?
- Why Customer Relationship Management?
- How to Achieve a Better & Stronger Relationship with your Customer?
- How to Achieve Customer Delight?
- How to Deal with Difficult Customer?
- Customer Focused Selling.