



ONLY OPEN TO

20

PARTICIPANTS

TO ENSURE LEARNING
APPLICATION AND
IMPACT

7

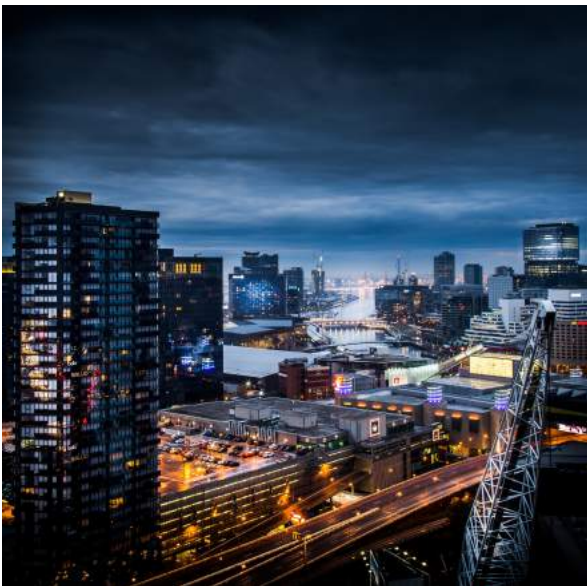
TOPICS COVERING
THE ESSENTIALS
OF FINDING AND
CONVERTING A
SALE

SALES MASTERCLASS

THE MASTERCLASS WILL COVER 7 FOUNDATIONS OF THE SALES PROCESS.

EXPLORATION, COMMUNICATION, OBJECTIONS, MINDSET, MANAGING CLIENTS' EXPECTATIONS, BUSINESS DEVELOPMENT & PRESENTING.

11 & 12 JULY 2018



CONTENT

01

EXPLORATION & SELLING

Covering: Why do people buy? How to effectively sell your product or service. Questions, listening, exploration, building rapport, understanding the big picture. What the client needs (or think they need), buying signals, benefits, conscious and unconscious communication and how to build trust.

Outcome: Mind-shift on how to ask the right questions, how to respond, how to keep the client discussing their needs. How to find alignment. Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

02

COMMUNICATION

Covering: Listening, tonality, micro expressions & body language, how we communicate, how your client communicates and how to adapt for maximum results.

Outcome: Creating the right energy, understanding communication style, awareness of when I'm actively listening and when I'm in default mode. How to quickly build rapport

03

OBJECTIONS

Covering: How to convert a sale. Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.



04

MINDSET

Covering: Understanding the importance of positive mindset and consistency. Preparation, state of excellence, achieving goals, testing different approaches and moving forward with volition.

Outcome: Better processes and methods to achieve planned outcomes



05

MANAGING EXPECTATIONS

Covering: Servicing excellence, managing tricky situations & communication styles. Buying Signals. Building client relationships. Staying true to the moment.

Outcome: Understanding what is motivating your client and how they want to be communicated with. Effective use of emails, phone calls and meetings. Timing and relevance.





06

PROSPECTING

Covering: How to make prospecting easy and comfortable, who to target, when, how, what to say & building rapport.

Outcome: Someone who embraces prospecting with a clear head and genuine enthusiasm.

07

PRESENTING

Covering: Structure to ensure seamless delivery of your message. Plan, prepare & execute. Follow up. Structure, purpose and clients' expectations.

Outcome: Embed the message with clarity



HOW YOU BENEFIT

- 01** WE SIMPLIFY - We focus on equipping you and your sales people with methods and tools which are so simple they will embrace them easily and effortlessly.
- 02** OUR KNOWLEDGE - Tapping into years of experience, our sessions are fun, upbeat and get results fast. We use real-life situations and thought provoking exercises to engage, inspire and empower you and your team.
- 03** SUCCESS BREEDS SUCCESS - Giving you and your sales people the knowledge and confidence is the best you can do. Once they are on the front foot there is no stopping them. Our sessions help them with motivation and momentum.



FACILITATOR



Arshard Nauman, MCIM UK

Arshard has spent 7 years immersed in the world of selling. Since 2011 he has channeled his sales expertise into helping others through his powerful training, events, mentoring and coaching.

He has worked with international brands including HSBC, Chevrolet, Australian Directory Services, British Council, Netstarter Australia and Google for Entrepreneurs.

He excels at understanding what clients need and thereby is a driving force in understanding how to bring in revenue quickly. He's particularly noted for his outstanding strategies which build up a sales persons confidence, are simple to implement and get instant results.

Click here for the video program
intro: <https://youtu.be/fQPyXna0aa0>

WHO SHOULD ATTEND

Beginner through to Sales Supervisor. This opens our mind to how we create and build trust. Why and How we get a sale. Two days of practical techniques which will get you working smarter and quickly bringing in more business.

VENUE

Hilton Singapore

DATE & TIME

11 & 12 July 2018 from 9am to 5pm

INVESTMENT

S\$ 650

ATTEND

Purchase tickets from

<https://www.eventbrite.com/e/sales-masterclass-in-singapore-tickets-46144653902>



ABOUT & CONTACT US

We enable individuals and organisations to perform at optimum levels through workshops designed to create organisational impact at a strategic and operational level.

Australia

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