

# KEY SELLING SKILLS

## OVERVIEW:

Many sales people fall into the trap of talking too much. They just can't wait to tell customers all about the features or benefits their product/service will bring or how great their company is without first understanding the needs and desires of the customer which is not the best approach to selling.

This one day extensive sales training program will guide participants towards uncovering the "Right" skill set and mind set a professional sales person should possess. From controlling conversations with customers to asking the right questions to uncover customer's needs, this program will enhance sales staff's ability to connect better with customers, overcome objections and close the sale confidently and effectively delivering commercial and sales objectives.

## COURSE OBJECTIVES/LEARNING OUTCOME:

By the end of this training course participants will be able to:

- Understand what is needed to have both the right skill set and mind set to sell
- Connect better with customers, overcome objections and close sales confidently and effectively to achieve sales targets
- Learn and practice an effective sales questioning technique that will increase the likelihood of making a sale by better understanding customer needs while maintaining a great customer experience
- Understand the different behavioural styles and personality types and how to sell to each buyer type

## WHO CAN ATTEND?

- All sale and direct marketing oriented professionals engaged or wish to build their career in sales and marketing field (insurance, Bank, Financial institution, Real estates, pharmaceuticals, Building materials, food industry, retail chain, logistics, supply chain, Apparels, FMCG)
- All those who are involved in personal selling/ one to one selling and personal sales management
- New graduates or young entrepreneurs interested to start sales oriented new business

## METHODOLOGY:

- Role based on practical or real life scenario, individual/ group experience, sharing interactive lecture, power point presentation, group work/ exercise/ case study, video clips & Q & A
- Global market Scenario

## CONTENTS OF TRAINING:

### Module 1 : Introduction and Course Overview

### Module 2 : Why Do We Contact Our Customers?

Understand the benefits of contact from the company's perspective, the customer's perspective and the benefits to you.

#### Topics covered:

- How Your Company Benefits From Customer Contact
- How Your Customer Benefits From Contact With You
- How You Benefit From Customer Contact

### Module 3 : Starting Out in Sales

A great introduction to sales with a discussion centred on this unique study of two different styles.

#### Topics covered:

- Case Study: Sumon the Sales Newcomer

### Module 4 : The Sales Process

Learn how the sales cycle works and the dynamic seven step processes involved from establishing need to deliver and evaluate.

#### Topics covered:

- The Four Steps of a Sale
- How the Sales Cycle Works

### Module 5 : The Fear Factor in Sales

Overcome the myth and discover the most common reasons that hold salespeople back from opportunity.

#### Topics covered:

- Defining the Fear Factor
- The Myth of the Fear Factor
- Overcoming the Fear Factor

### Module 6 : Attributes of a Good Sales Person

Realise the opportunity that skills development provides by reviewing the key attributes that define the successful sales professional.

#### Topics covered:

- Core Attributes You Need to Succeed

### Module 7 : The AIDA Sales Model

Understand the four key components in closing every sales opportunity: attention, interest, desire and action.

#### Topics covered:

- Outline of the AIDA Model
- Attention - Getting Your Customer
- Interest - Creating Interest in Your Customer
- Desire - Motivating Customers to Buy
- Action - Closing the Sale

### Module 8 : Core Selling Skills

Know the essential skills that can develop exceptional communication practises into clearly defined methods using listening, questioning and organisational procedures.

#### Topics covered:

- Communication Skills in Sales
- Questioning Skills
- Listening Skills
- Getting Organised for Sales

### Module 9 : Handling Objections

Learn how an objection can become an opportunity to develop sales from the customer's point of view through listening and asking the right questions.

#### Topics covered:

- Types of Objection
- Good and Bad Practice when Dealing with Objections
- Objection Handling

### Module 10 : People Buy From People

Know and understand the real secrets behind what encourages people to buy. From the twelve rules of likeability to understanding the skills of influence.

#### Topics covered:

- The Rules of Likeability
- The Importance of Empathy
- Preparing to Influence Others

### Module 11 : Making Action Plans

Start your successful journey into sales by using a template to enable a step by step approach.

#### Topics covered:

- Your Plan for Sales Success

### Module 12 : Your Personal Action Plan

## ABOUT FACILITATOR



### MD ASHRAFUL KABIR

Director, Servio Canada Ltd.  
Senior Specialist - Mortgage and Real Estate  
Financing, CIBC Bank, Canada

## Professional Highlights:

- Risk Management from University of Toronto
- Time management skills to ensure all requests for information from lines of businesses
- Effective communication skills in order to document review and assessment with conclusions
- Organizing, team building, interpersonal relationship, initiative, analytical, results orientation
- Problem-Solving, Decision-Making and Influencing skills to resolve difficult or escalated disputes
- Determine appropriate solutions
- Working knowledge of Financial products & procedures to provide advice to customers.
- Analytical skills to identify retention risks and determine cross-sell opportunities.
- Worked as Pricing and forecast Analyst for a global telecom company.
- Completed 4 week financial modeling and valuation course on derivative market
- Post Graduate Diploma in Financial Planning which includes Canadian Securities Market details

## Professional Work Experience:

### Senior Specialist – Retail Lending

FirstLine Mortgages CANADA  
CIBC Bank Toronto, CANADA

Enlisted Freelance Financial Advisor – Guide Point Info Services.  
New York, USA

### Sales & Customer Service Consultant

The Hudson's Bay Company, Scarborough, ON, CANADA

### Manager - (Training & Projects)

Oxford Information System Ltd., Dhaka, Bangladesh

### Analyst, Pricing & Forecasting Department

GrameenPhone Ltd. (Telenor, Norway), Dhaka, Bangladesh

## Professional Experience (Guest Lecturer):

Limkokwing University Malaysia

Academy of Learning, Canada

Ryerson University, Canada

Islamic University Chittagong Bangladesh

Southeast University Bangladesh

**BDT 6,000/- +VAT**

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