



PROFESSIONAL SELLING TECHNIQUES & AFTER SALES SERVICE 2-DAY TRAINING OUTLINE

Training Methodology

- *Very Interactive Mode*
 - to allow lively discussion and feedback with other participants to reinforce learning
- *Short Plenary*
 - Short lectures to build the basis and platform on which participants can build on during break-out session / group discussions
- *Break-Out Sessions & Group Presentations*
 - Dividing participants into small groups to discuss cases and issues set by consultant to encourage team spirit in solving problems
 - Presentation of the break-out sessions to exchange views with other groups
- *Personal Exercises & Demonstrations*
 - Personal exercises to assess extent of own capabilities
- *Role-Plays*
 - Role plays are a reversal of role - put yourself in the shoes of a potential buyer, what do you expect from sales personnel?
- *De-Briefing Sessions*

Who Should Attend

- Sales Managers & Sales Executives
- Marketing Managers & Marketing Executives
- Business Development Managers & Marketing Executives
- Professional real estate agents acting as marketing agents for developers