



## 2-DAY TRAINING ON PROFESSIONAL SELLING TECHNIQUES & AFTER SALES SERVICE

### TRAINING OUTLINE

#### Training Modules

##### ***Module 1 : Programme Starters***

- Discussion Of Attainable Objectives
- The Relationship Between Knowledge & Skills, Actions & Results
- The 4 Rules For Acquiring Skills

##### ***Module 2 : The Market Environment – Your Customer Today***

- Market Segmentation
- Customer Options
- Factors Influencing Choice Of Options
- Controllable & Uncontrollable forces acting on the marketing plan

##### ***Module 3 : Building Blocks Of First Impressions at Show Units, Handling Phone Enquiries & Selling at Property Exhibitions***

- The First Impression Chart
- The Building Blocks Of First Impressions
- Professional Grooming For The Sales Professional
- Positive Body Language
- A Strategic Layout of show units
- Creating First Impressions At A Show House Setting
- First Impressions Over The Telephone
- The Structure Of A Call
- Asking Questions
- Presenting Information Concisely & Clearly
- Rules Of Concluding A Call
- The approach to Selling at Property Exhibitions

##### ***Module 4 : Sales Prepare & The C.A.P.T.U.R.E. Process Of Selling***

- Introduction to the selling process
- Capturing Attention & Introduction
- Asking Questions
- Presentation
- Tackling Concerns & Objections
- Using Tact At All Times
- Revert To Selling
- Execution Of The Sale



***Module 5 : Development Of Selling Tools – The Q-Bank***

- What Is The Q-Bank & Its Uses
- Q-Bank Development
- Break-Out Session & Group Presentations

***Module 6 : Development Of Selling Tools – The M-Grid***

- The Use Of The M-Grid
- Developing The M-Grid Based On Properties To Be Sold
- Break-Out Session & Group Presentations

***Module 7 : Development Of Selling Tools – Competitive Positioning***

- Introduction To The 3-Boxes Framework Of Competitive Positioning
- Development Of The 3-Boxes Framework Based On Companies, Competitors & Properties To Be Sold
- Break-Out Session & Group Presentations

***Module 8 : Development Of Selling Tools – The Concerns Bank***

- The Nature Of The Concerns Bank
- Establishing Common Concerns
- Developing The Concerns Bank
- Break-Out Session & Group Presentations

***Module 9 : Selling Sustainable Competitive Advantages***

- The Characteristics Of Sustainable Competitive Advantage
- Competitive Advantage As Value
- Selling The Value
- Rendering Price Competition Irrelevant

***Module 10 : Excellent After-Sales Service***

- The True Importance Of Excellent After-Sales Service
- The R.A.R.E. Approach To After-Sales Servicing
- How Does Our R.A.R.E. Plan Look Like?