

# Effective Sales Strategies

A two-day workshop, designed to assist sales staff develop key skills and practical approaches to sell strategically.

Shanghai, China

3rd & 4th January 2011

## Your International Facilitator:

### Kiran Patel

Kiran Patel is a British living and working in China for the past 6 years. During that time he has accumulated a comprehensive range of experience in management, sales, negotiation, training and developing people from all backgrounds.

Originally posted to China in 2003 by his former employer Rolls Royce (Aviation), upon departure he eventually decided to set up base in China, and has over the past 4 years gained solid corporate training industry experience, working with reputable professional bodies, local SOEs, Fortune 500 companies, universities, business schools and numerous training partners. As GM of a business, he has acquired the necessary business skills to deliver a strong training program to his customers.

Kiran has an energetic style of delivery which participants will find both energizing and refreshing; and he places powerful emphasis on practical engagement.

Kiran has developed materials for MacMillan Publishers, Pearson, Cambridge ESOL, Open University and a range of edutainment products for Apple. This should give a strong indication as to the quality of the course that you will be purchasing.

In China, Kiran acts as a spokesperson for both Cambridge University ESOL and MacMillan Publishing House.

Some of his most notable cases are; Ogilvy & Mather, ACCA (Association of Certified Chartered Accountants), Deloitte, Hainan Airlines, and Agricultural Bank of China.

He has also trained staff from the following Fortune 500 companies; Caterpillar Inc, Continental Airlines, General Mills Inc, and Morgan Stanley.

From a personal standpoint, Kiran has a strong knowledge of the automotive industry and it a keen follower of motorsports.



## Course Description:

The market is constantly changing and selling conditions have become tougher. Old selling methods are no longer good enough and new approaches are necessary to maintain sales targets.

To differentiate themselves from their competitors, salespeople have to become the 'trusted advisor' for their customer. They need to put themselves in their customer's shoes, understand their problems and thinking, speak their language and work alongside them as a problem solver, strategy developer and solution provider.

Furthermore, they need to approach selling as a multi-level process. The customer has to sell the deal into their organisation and the salesperson needs to help them with this. By identifying all the key players in the decision-making process and, for each, identifying both the business value and the personal value, the salesperson is going to maximise their chances of building a lasting relationship.

## What the Seminar Will Help You Achieve:

- Generate extra value for their customer by thoroughly understanding their business and personal needs
- Using questioning and listening techniques to establish real needs
- Become a trusted advisor to the customer involving them in their decision-making processes
- Identify all the key people in the decision-making process and identify key needs and challenges of each
- Build a lasting mutually beneficial relationship with the customer
- Translate features and benefits of their product into financial terms for the customer's specific situation
- Look for maximising a given sales opportunity through cross-selling, up-selling, future sales and referrals
- Handle objections smoothly and set the deal up so that it closes itself

## Testimonials

"Our finance department received great benefit from the recent series of workshops that you delivered. We look forward to continuing our support long - term."-Denny Tang, CFO, Ogilvy & Mather Group, Greater China

"Thank you for your continued support of ACCA activities. Your trainings form an integral part of our Professional Development platform for ACCA members and students."-Maggie Li, ACCA Marketing Manager, Greater China

## Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

**0830 Registration and morning coffee**

**0900 Welcome & Introduction**

**0910 Energiser**

An appropriate icebreaker activity will be chosen to energise participants for the session within the context of sales strategy.

**0920 Essential Selling Skills**

To begin, participants will explore 15 key sales skills.

Participants will also discuss the importance of professionalism and the impact of the expectancy theory.

There will be a group role play exercise set around the key skills.

**1000 What is Selling?**

An Introductory knowledge session for the process. During this session, participants will discuss what 'selling' means and entails from the seller's end. We will also offer some tips on how to approach the challenge of improving your sales skills.

**1050 Morning Refreshments**

**1105 Features, Advantage & Benefits**

This session will look at the difference between features, advantages, and benefits and how to use them for mutual benefit.

An interactive role play exercise will assess the ability of participants to create value when making a sale.

**1230 Lunch**

**1400 Setting SMART Goals**

Participants will use the SMART model to create positive, achievable sales strategic goals. Develop motivational techniques to help achieve these.

Participants will learn how to articulate what their goals are, quantify the activity required and how they established them including the process to be followed to maximise their potential to achieve. A range of simulated exercises and a relevant case study to illustrate the importance of thinking ahead.

**1500 Time Management**

During this session, participants will share their time management tips.

Complete a self assessment to indicate strengths and weaknesses.

We will also undertake exercises on managing our time bandits.

**1545 Afternoon Refreshments**

**1600 Prospecting**

Participants should be able to clearly articulate various prospecting methods that they will adopt and the most relevant strategy to approach prospects.

Illustrate their ability to handle objections through role play.

Develop an understanding of the rules of engagement and use various methods of approach to their advantage.

**1700 Conclusion of Day 1**

## About Kiran Patel

### Courses Specialised In:

Sales, Negotiation, Communication, Leadership, Presentation Skills, Assertiveness, Coaching, Teambuilding, Influencing, Networking

### Sector & Industry Experience:

Manufacturing, PR and Advertising, Telecom, Finance, Banking, Hospitality, Education

### Some Major Clients:

ACCA, Deloitte, Ernst & Young, Ogilvy, Caterpillar Inc, Continental Airlines, General Mills Inc, HSBC, British Council

### Course Format:

Through a combination of breakout sessions, group and individual work, interactive roundtable discussions and role-plays, and case studies. Delegates will understand the importance of effective sales strategy.

Trainer will use practical examples and case studies to reinforce and expand the scope to cover applicable concepts for sales strategy, and for a variety of different industries.

## 0830 Registration and morning coffee

### 0900 Re- Energiser

An appropriate icebreaker activity will be chosen to appropriately energise participants for the session within the context of sales strategy.

### 0910 The Sales Cycle

- Participants should be able to clearly articulate various components that make up the sales cycle illustrating their understanding of each by role play.
- This will include conducting interviews, finding solutions and dealing with objections.
- A further series of practical engaging tasks.

## 1030 Morning Refreshments

### 1045 Customer Service & Value Added

This session will look at the four needs of customers and how we can use them to sell smarter and give extra value, through understanding both their personal and business needs.

### 1125 Types of Selling

Next, participants will explore the three key types of selling. Participants will also discuss the importance of perceived value.

## 1230 Lunch

### 1400 Maximising Opportunities

Participants will become aware of how to maximize opportunities through cross-selling, up-selling, future sales and referrals through role-play.

### 1445 Overcoming and Handling Objections

Participants work in small groups to identify their most frequently encountered objections and they will brainstorm ways to respond to them. Participants will also learn about nine specific objection handling strategies, including the Boomerang, FFF, and Show Your Hand.

### 1515 Relationship Building & Communication

Participants will learn to develop rapport and effective relationships with their targets through effective communication.

## 1545 Afternoon Refreshments

### 1600 Finding New Clients

During this session, participants will discuss how to find new clients and how to network.

### 1620 Closing the Sale

Participants shall develop the ability to recognize buying signals from their targets and then initiate closure on the sale.

## 1700 Workshop Summary & Closure

### About Martin Linking

**Martin Linking Business Consulting** plans to produce more than 80 trainings and conferences and works with senior executives from the majority of the world's top 1000 companies to improve their business strategy and match their learning and training needs in one year. And we continue to grow.

We also invite the leading business practitioners, industry decision makers and innovators to share insights, best business practice, and new technology at our forums. **We are dedicated to give attendees cutting edge information they can use immediately.** We constantly research and listen to all industry sectors to ensure that the business intelligence we provide is timely and cutting-edge.

### In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Whitney Shen** on **+86 28 8532 7678** or email [whitney.shen@martinlinking.net](mailto:whitney.shen@martinlinking.net) to discuss further possibilities.

### Who should attend?

**Sales Directors, Sales managers, General Managers and senior sales people who need to put together an effective sales strategy.**

# 有效销售战略

这是一个为期两天的培训，旨在帮助销售人员培养关键技能和实际方法来进行战略性的销售。

中国上海

2011年1月3-4日

您的国际培训师:

**Kiran Patel**

Kiran Patel 是一位在过去的 6 年里在中国工作的英国人。在这段时间里，他积累了广泛的管理、销售、谈判和给各种背景的人培训和发展的经验。

在 2003 年，他被前雇主劳斯莱斯（航空）派到中国，在要离开时，他最终决定在中国建立自己的事业，在过去的四年多的时间里，在与著名的专业机构、当地的国有企业、财富 500 强企业、大学、商业学校和众多的培训合作伙伴的合作中得到了坚实的企业培训的行业经验。作为 WOFE 的总经理，他有足够的商业技能为客户提供好的培训项目。

Kiran 的风格非常有活力，参会者将会得到激励和振作，同时他非常强调实际的应用。

Kiran 为 MacMillan Publishers, Pearson, Cambridge ESOL, Open University 制作了很多出版物和教育材料以及为苹果公司制作了一些寓教于乐的产品。这点可以让您放心您将参加的课程的质量。

在中国，Kiran 是剑桥大学 ESOL 和 MacMillan Publishing House 的发言人。

他的一些突出的合作案例包括：Ogilvy & Mather, ACCA (Association of Certified Chartered Accountants), Deloitte, 海南航空公司和中国农业银行。

他还给以下的财富 500 强公司提供了培训：Caterpillar Inc, Continental Airlines, General Mills Inc, and Morgan Stanley。

从他个人的角度看，Kiran 具有很强的汽车工业知识，还是赛车运动的爱好者。



培训简介:

市场形势在不断变化，销售形势变得越来越难。旧的销售方法已经不够好，需要新的方法以达成销售目标。

为了和竞争者区分，销售人员必须成为他们的客户的“可信任的顾问”。他们需要适应他们的顾客，理解他们的问题和思考方法，说他们的语言和作为问题解决者、战略制订者和解决方案提供者与客户一起工作。

此外，他们需把销售作为一个多层次的过程。客户必须要在他们的组织里实现这些交易，作为销售人员就必须帮助他们。通过确定在决策过程里所有的关键人员，并对每一个人确认他们的商业价值与个人价值，销售人员会获得最大的机会来建立一个持久的关系。

这次培训将在以下方面给您帮助:

- 通过彻底了解客户的商业需求和个人需求为客户产生额外的价值
- 用提问和倾听的技巧来确立真正的需求
- 参与到客户的决策过程中成为一个可信赖的顾问
- 确认在决策过程中的所有的关键人物并找出每个人的关键需求和挑战
- 与客户建立一个持久互利的合作关系
- 把产品的特点和益处翻译成适合客户具体情况的财务术语
- 通过交叉销售，捆绑销售，预销和推荐来寻找最大化的销售机会
- 平稳地处理反对意见，达成一个交易让它自己成功结束

证言

“我们的财务部门从您的最近的系列培训里大获受益。希望我们能够继续长远地支持您。” - Denny Tang, CFO, Ogilvy & Mather Group, Greater China

“感谢您一直以来对ACCA活动的支持。你的培训为ACCA的会员和学员的职业发展平台组成了一个整体的部分。” - Maggie Li, ACCA Marketing Manager, Greater China



**0830 签到和早茶**

**0900 欢迎词和培训介绍**

**0910 热身活动**

将精心安排一个适当的以销售战略为背景的热身活动。

**0920 必要的销售技巧**

开始的时候，参会者将探究 15 项关键的销售技能。参与者还将讨论职业素养的重要性和期望理论的影响。将会会有一个围绕关键技能的小组角色扮演活动。

**1000 什么是销售？**

一段对销售流程的介绍性的知识。在本阶段，参加者将讨论卖方端的“销售”的含义。我们也提供了一些关于如何提高您的销售技巧的窍门。

**1050 上午茶歇和人际交流**

**1105 特征、优势和利益**

本节将着眼于特征、优势和利益的区别及如何互惠互利地使用它们。一个交互式的角色扮演练习将评估参会者在做一笔销售时创造价值的能力。

**1230 午餐及人际交流**

**1400 设定 SMART 目标**

与会者将使用 SMART 模型来建立积极的、可达成的销售战略目标。制定激励技术来帮助实现这些目标。学员将会学习如何清晰表达自己的目标是什么，量化所需的活动及如何设立这些目标，包括需要遵循的流程以最大化达成目标的可能。一系列模拟练习和相关案例来说明超前思维的重要性。

**1500 时间管理**

在本节，参加者将分享自己的时间管理技巧。完成一个自我评估显示自己的优点和缺点。我们还将进行管理被盗走时间的练习

**1545 午间休息及人际交流**

**1600 预期**

参加者应该能够清楚地表达他们将采用的各种预期方法及达成预期的最相关的战略。通过角色扮演来说明他们处理反对意见的能力。逐步理解约束的规则及使用各种有利的方法。

**1700 第一天总结**

**关于 Kiran Patel**

**专长培训课程：**

销售、谈判、交流、领导力、表达能力、自信、辅导、团队建设、影响力、人际网络建设

**行业经验：**

制造、公关广告、电信、金融、银行、商务接待、教育

**部分主要客户：**

ACCA、德勤、Ernst & Young、卡特彼勒、大陆航空公司、通用磨坊、汇丰银行、英国文化协会等

**培训形式：**

通过结合深入研讨，团体和个人的协作，互动圆桌讨论和角色扮演，参会者将了解有效销售战略的重要性。

培训师将使用的实际例子和个案研究以加强和扩大可实际应用的销售战略的概念并适合不同的行业。

星期二 2011 年 1 月 4 日

**0830 签到和早茶**

**0900 再次热身**

将精心安排一个适当的以销售战略为背景的热身活动。

**0910 销售周期**

- 参会者应该能够清楚地表达组成一个销售周期的不同的组件并通过角色扮演来阐明他们的理解。
- 这将包括进行拜访，找到解决方案和处理反对意见。
- 更进一步的一系列实践性任务。

**1030 上午茶歇和人际交流**

**1045 客户服务和附加价值**

本节将探讨客户的 4 个需求及我们如何通过了解他们的个人和商业需求并使用它们来更聪明地销售和产生额外的价值。

**1125 销售的类型**

接下来，参加者将会探讨三个关键销售类型。参会者还将讨论感知价值的重要性。

**1230 午餐及人际交流**

**1400 机会最大化**

与会者将通过角色扮演来明白如何通过交叉销售，捆绑销售，预销和推荐来寻找最大化的销售机会。

**1445 克服和处理反对意见**

参会者将会用小组讨论的形式来识别他们经常遇到的反对意见并用头脑风暴法来找出方法应对。参会者还将学习 9 个具体的反对意见处理策略，包括回飞棒 (Boomerang)，FFF，表明自己的目的方法 (Show Your Hand)。

**1515 关系建立和交流**

学员将学到如何通过有效的沟通来发展融洽有效的关系。

**1545 午间休息及人际交流**

**1600 寻找新的客户**

在本节，参会者将讨论如何寻找新的客户及如何发展客户群。

**1620 达成交易**

参会者应该发展识别目标客户的购买信号的能力，然后开始达成交易的步骤。

**1700 培训总结和结束**

### 关于马汀令可

马汀令可商务咨询计划每年组织超过 80 场的培训和会议，与全球 1000 强公司的高层经理一起提高他们的商务战略，满足他们的学习和培训需求。并且我们在不断成长。

我们邀请领先企业的管理者，决策者和创新者在我们的活动中分享他们的思想观念，最佳商业实践和新技术。我们致力于为我们的客户提供即刻可用的前沿信息。我们不断地研究和聆听所有行业的声音来保证我们提供商业信息是及时和前沿的。

### 内训方案

如果公司有许多人有类似的培训需要，那么你不妨考虑内部培训的解决方案。培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行

请联系 Whitney Shen 来讨论合作的可能：

电话：+86 28 8532 7678

电邮：whitney.shen@martinlinking.net

### 谁应参加？

销售总监、销售经理、总经理和高级销售人员等需要一个整体有效的销售战略的人士。

# Effective Sales Strategies

SH20110103-Sales Contract-Please Complete in Capital Letters and Black Ink

## Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 8532 6768

## Fee Per Delegate

Two Day Training Fee US \$1295 per person

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION US \$300

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Size:  1-99  100-249  250-499

500-999  1000+

## Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This booking is invalid without a signature.**



## Register Now

Contact: Whitney Shen

Tel: +86 28 8532 7678

Fax: +86 28 8532 6768

Email: whitney.shen@martinlinking.net

## Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 8532 7678.

## Payment Method

**Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.**

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

**CONFIRMATION DETAILS:** After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

## Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.