

# Closing Deals – How & What?

By Wekie Tay



Decide with Confidence

## INTRODUCTION

In the modern society where deals making and closing skills are necessary for business and corporate success, professionals are required to equip themselves with the abilities to effectively handle different interacting situations and attend to possible conflicts. Powerful closing skills become vital towards deals that will provide the much needed revenues and funds for their organisations which in turn translates to greater earnings for these professionals.

As such, this intensive course seeks to bring forth the importance of having a set of well-trained deal closing capability and ability to build rapport and handle resistance in sales that, when coupled with proper guidance and practice, can both be beneficial to others and enriching for themselves. Incorporating the various basic and advanced Neuro-Linguistic Programming (NLP) techniques, the participants will definitely possess a powerful advantage in addition to finding this dynamic and interactive course a refreshing and fulfilling experience.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Understand the fundamental process of deals making
- Analyze the thinking and communication patterns of others
- Possess greater personal appeal in their communication with others
- Speak convincingly to partners, associates and customers
- Create instant rapport with others for mutual benefits
- Be dynamic and effectively respond in the face of pressure
- Assert greater control over the dealing process
- Close deals much faster and with greater purpose
- Be able to better handle the resistance in sales
- Use the various deals closing strategies effectively
- Relate personally and build trust in others
- Handle objections effectively with respect and integrity
- Utilise the various Neuro-Linguistic Programming Techniques in deals

The course will:

- employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness
- facilitate role play sessions in realistic sales scenarios and other experiential activities for maximized effectiveness in learning
- include interactive tools to “probe the comfort zone”
- include group discussions and feedback to maximize the participants’ learning abilities

## COURSE OUTLINE

- Closing Deals and your Success
- Being Customer-oriented and Customer Conscious
- Confident Deal making and Closing
- How do Customers Communicate to Your Advantage?
- Rapport Building with Customers
- How to Add Value to Impress Customers?
- Creating the Set-up to Close Deals better
- Objections handling Strategies to Get Deals
- Closing techniques for mutual understanding and benefits
- Building and Strengthening Relationships with Customers
- Using Active listening to Close Deals
- Persuasive and command language patterns
- More Ways to Make and Close More Deals

# Closing Deals – How & What?

By Wekie Tay



Decide with Confidence

**ABOUT THE TRAINER – MR WEKIE TAY**  
**BA, DTM NLP Trainer (USA), NLP Master Prac, Design**  
**Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.),**  
**American Management Association Certified Trainer**

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

# Closing Deals – How & What?

By Wekie Tay



Decide with Confidence

**Date:** 30<sup>th</sup> March 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$410 for D&B Subscriber [ ] S\$490 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payment
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 30<sup>th</sup> February to receive a 10% off regular fee  
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
[ ] \* VISA [ ] Mastercard [ ] Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.