

INTRODUCTION

Whether they realize it or not, most people have jobs which engage them – to some degree- in the selling process. In the business world, the most successful sales people are those who have mastered the basics of selling and are energetic self-starters. To move ahead in this competitive occupation, you must know how to project the right attitude and image, approach clients and determine their needs, tap into and use your powers of persuasion, close sales, and follow up effectively. Feeling confident in these skills means the difference between being a mediocre sales person and a great salesperson. This course gives you the confidence by teaching you how to win the game of selling.

OBJECTIVES

At the end of the course, participants are targeted to learn to:

- Use selling techniques without relying on hard-sell tactics to reach out to the customers.
- Identify potential customers.
- Understand customer needs
- Ways to build rapport and overcome objections
- Psychological Strategies for Influence

Methodology

- Accelerated Training Approach- *Learning Design Re-patterning*
- Brain Based Learning
- Role-Play and Activity
- Case Scenario Analysis

COURSE OUTLINE

- Understanding the sales cycle
- Human Behavior – Applied Psychology
- Diagnosing your prospects- Customer Profiling
- The Enneagram
 - Chunking Up
 - Chunking Down
- Working with customer's personality
- Understanding language patterns
- Resistant or Reluctant
- Triggers to customer needs
- Behavioral patterns of customers
 - Pervasive patterns of body language
 - Windows to the soul
- The Communicative Strategy
 - Convey Not Convince
 - Verbal Blasts
- Initiating a sales conversation
- Your social persona
- Using your voice for impact
- When and why customers object
- Minimizing Customer resistance
- Best practices to deal with objections
- Tuning in to What's Unspoken
- The Magic of Rapport
- Setting the Stage for Greater Influence
 - Pacing & Leading
 - Leading the Way

Sales Psychological Strategies

By Praga



Decide with Confidence

- Mindset of handling rejections
- Insights to your inner self
- S.B.T.S – Neuro Semantics
- Fine-tuning Your Radar
- The Six Rs
- S³ Mindset
- Addictions of Inner Winners
- Stress & Motivation
- Personal sales planning

ABOUT THE TRAINER – MR. PRAGA

Praga is a highly interactive and innovative trainer, whose work is mainly based on research and applied knowledge from extensive experiences in benchmarking organizations best practices. His training uniqueness comes from his Accelerated Training Approach which is built on Learning Design Re-patterning Model™ known by many to be entertaining, refreshing, yet filled with success formulas.

Praga is the co-founder of Accelerated Training Approach built on Learning Design Re-Patterning™ Model and a Fellow Member with the Institute of Therapies Management (London).

He holds a Degree in Business and several Diplomas in Psychology and Psychotherapy and a Masters in HRM & Organizational Psychology. He's also a:

- Certified Master Trainer in Psychotherapy
- Certified ATA Master Trainer
- Certified Psychometric Profiling Trainer
- Certified Trainer in Applied Counselling
- Certified Stress Management Trainer
- Certified NLP Master Practitioner
- Certified Master Life Coach
- Certified Behavior Management Specialist.

Praga is the only Singaporean to be certified as a Master Trainer with the Institute Therapist Management of London researching on Human Behavior. Praga travels extensively while working with many supporting partners globally. His expertise in training management are vast and some to name were in developing organizational framework, managing training initiatives, product/course development and customization, training facilitation and conducting needs analysis. teambuilding, among others. She has also worked with the Workforce Development Agency of Singapore to develop training content for the Employability Skills System.

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Decide with Confidence

Date: 12 March 2012, 9am – 5pm

Venue: TBA

Fee: [] S\$530 (before GST) for D&B Subscriber [] S\$640 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 12 Feb 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

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Card no: _____ **Expiry date:** _____

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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 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. 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 cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.

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