

Sales & Marketing Skills Of Government Institutions Private Sector & Companies





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Course Objective

- ➤ Describe techniques for optimal recruiting and interviewing of topproducing salespeople
- > Design, implement and manage an effective marketing plan
- > Overcome common sales objections and close the sale
- ➤ Adjust marketing approach and sales presentation style to customer's "buying style"
- ➤ Use body language to build trust and rapport face-to-face or over the phone

Target Audience

- ➤ Marketing Managers or Directors
- ➤ Sales Managers or Directors
- > Sales Trainers
- > Salespeople
- ➤ Brand Managers
- ➤ Public Relations (PR) Professionals
- ➤ Customer Service Professionals





Course Outline

DAY 1

- > Strategies for Recruiting and Training Quality Salespeople
- ➤ Characteristics of Highly-effective Salespeople
- ➤ Are you a Buyer or Seller?
- ➤ Recruiting Tips, and Interviewing Strategies
- ➤ Managing Group Dynamics
- ➤ Conducting Effective Meetings and Training Sessions
- ➤ Developing a Positive Mental Attitude

DAY 2

- > Presentation Skills and Principles of Persuasion to Improve Sales Effectiveness
- ➤ How to Read your Prospect's Body Language
- ➤ Selling to the Four Customer Buying Styles
- Developing your Active Listening and Questioning Skills
- Selling Benefits and Emotion not Features Logic
- ➤ The Price / Value Formula
- Sales Objections: "I want to think about it", "It costs too much" or "I can get it cheaper elsewhere"

DAY 3

- > Marketing Best Practices: Methods, Models and Theories
- > Common Marketing Mistakes and How to avoid them
- ➤ The 4 Ps of the Marketing Mix
- ➤ Conducting a SWOT Analysis
- ➤ Market Segmentation Best Practices
- > Social Media Marketing Strategies
- ➤ Elements of an Effective Marketing Plan



DAY 4

- > Coaching and Motivating Salespeople to Achieve Peak-Performance
- ➤ Leader vs. Manager
- ➤ Most Admired Leadership Traits
- ➤ Dealing with the Negative Impact of Sales Rejection
- ➤ Tips for Motivating your Team to increase Sales Production
- ➤ Coaching and Mentoring Strategies to Turnaround underperforming Salespeople
- ➤ The Art of Giving and Receiving Feedback

DAY 5

- > Professional Development for Continuous Improvement
- ➤ Developing a Plan of Action
- ➤ The Power of Goal Setting
- ➤ Time Management Tips to Overcome Procrastination and Maximize Productivity
- > The Impact of Stress on Individual and Team Performance
- ➤ Stress Management for Maintaining a Balanced Lifestyle
- ➤ The design of financial models for forecasting and decisionmaking

> The Feature Of Asia Master Training And Development Center

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.



- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.



The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

Communicate with the training department to know the participation fees

> There are offers and discounts for groups

The details of the bank account

Bank name: CIMB Bank Berhad
Account name: Asia Masters Center SDN. BHD
Bank account number: 80-0733590-5

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