

Role-play & Practice Workshop on Mastering Sales Presentation Techniques and Closing Skills

Immediately Useful

Participants can apply their newly-learnt skills as soon as they return to their workplace.

Individual Attention

Within the workshop there is opportunity for individual participants to make their presentations based on their own materials, and for coaching and feedback.

Monday

14 September 2020

9:00 am – 5:00 pm



MASTERING SALES PRESENTATION TECHNIQUES AND CLOSING SKILLS

INTRODUCTION

In today's highly competitive business climate, product knowledge is not enough to generate sales. In order to increase business, we depend more and more on effective sales presentation and closing skills. Therefore, in any sales situation, we have to convince our clients, overcome their objections, and then persuade them to close the deal.

This workshop is designed to help executives to master these vital skills, and to apply them in daily sales activities to win more business.

OBJECTIVES

Upon completion of the workshop, participants will be able to:

- Improve their sales presentation skills
- Increase confidence level in presentations
- Present technical information to clients effectively
- Handle sensitive issues that arise during presentations
- Handle objections in an assertive and constructive fashion
- Improve closing techniques

DESIGNED FOR

- Sales executives who are required to make presentations frequently
- Marketing and sales staff who want to sharpen their closing skills
- Technical sales and marketing personnel who need to present complicated technical data or information

CONTENTS

1. ADOPTING A POSITIVE APPROACH IN MAKING SALES PRESENTATIONS

- Building Confidence to Speak Clearly and Persuasively
- Getting Pre-commitment from Customers
- Applying Assertiveness to Presentations

2. PRESENTING KEY BENEFITS TO CUSTOMERS

- Identifying Customers' Needs
- Highlighting Benefits to Link Customers' Needs

3. IDENTIFYING ESSENTIAL STEPS IN PRESENTING

- Analysing Effective Presentation Formats
- Presenting Material in an Appealing and Structured Manner
- Inviting Customers' Involvement and Questions

4. HANDLING OBJECTIONS AND QUESTIONS

- Identifying Objections and Comments
- Finding the Ultimate Objection
- Handling Unusual Questions

5. ASKING FOR MORE SALES

- Applying Trial Closures
- Detecting the Right Time to Close
- Examining Different Closing Methods

Register Now

WORKSHOP LEADER

Weelan Ho is the Principal and Director of PGA Consulting Limited (Hong Kong) and the Director of Ascent Global Service Pty Limited (Australia). She has significant experience in helping companies create value and improve bottom-line results through Strategy Development, Operations & Sales Improvement, Service Excellence and Organization Cultural Change Programs etc., just to name a few. The clients she has worked with are multinationals, public listed companies, family-owned enterprises and SME across Asia Pacific in multiple industries.

Another of her focus is leadership development of senior executives, middle managers and supervisors through a combination of coaching and organisation development, as they are the pillars of the organization, each having responsibility to ensure the company performs effectively in an increasingly competitive environment. Expanding organisation capability and improving soft skills are necessities for they directly impact on company performance reflected through revenue, profits and growth.

DATE & TIME

Monday, 14 September 2020

9:00 am - 5:00 pm

FEE *(Inclusive of tea/coffee breaks)*

HKMA Member: HK\$2,500

Non-member: HK\$2,700

Early Bird Discount: HK\$200 each

(For those who make payment one month before the course commencement date)

Group Discount: HK\$200 each

(For those companies which send a total of two or more participants to this course and enrol of the same time)

VENUE

The Hong Kong Management Association

14/F Fairmont House

8 Cotton Tree Drive

Central HONG KONG

METHODOLOGY

Lecture/Discussion

LANGUAGE MEDIUM

The language of instruction will be English. However, course leader(s) may conduct their sessions in Cantonese where appropriate.

DEADLINE FOR APPLICATIONS

7 September 2020

ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552 or dianali@hkma.org.hk; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please contact Customer Service Department on 2774-8501 or hkma@hkma.org.hk.

[Register Now](#)

Enrolment Form

MASTERING SALES PRESENTATION TECHNIQUES AND CLOSING SKILLS

SG-86678-2020-1-F 14 September 2020

FEE: HKMA Member: HK\$2,500

Non-member: HK\$2,700

Name (Mr / Ms): _____

(Surname)

(Other Names)

HKID Card No. (For verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr / Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma

Other Diploma Matriculation F. 5 / HKDSE Others (Please specify): _____

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post

HKMA Website Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8500/2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8500/2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____