

Developed by:



Delivered by:



PGA CONSULTING LIMITED



Advancing Management Excellence

Executive Development Course

Selling Skills that Sell

“High performance sales people involve customers throughout the selling process - from opening sales calls, identifying customers’ needs and hot buttons, creating and presenting options, to handling objections and closing the sales.”

Tuesday
21 April 2020

or

Tuesday
20 October 2020

9:00 am – 5:00 pm



SELLING SKILLS THAT SELL



INTRODUCTION

High-performance salespeople achieve results not by 'hard selling' to customers. Research in effective selling suggests that customers expect salespeople to have the product knowledge and, very importantly, to be a resource for customers. Effective selling is no longer transaction based, but rather, it is relationship based. The selling skills we learned in the past remain important and fundamental to success, but what distinguishes high performers from mediocre performers is the way we involve the customers throughout the selling process - from opening sales calls, identifying customers needs and hot buttons, creating and presenting options, to handling objections and closing the sales. The skills involved cannot be underestimated. Customers buy from the company through you; how you relate, communicate, present yourself, your professionalism, commitment and passion all count! Remember, customers always have options.

This programme is designed to help salespeople acquire effective selling skills and techniques to achieve better results.

OBJECTIVES

At the end of the workshop participants will be able to:

- Dispel some myths relating to selling
- Identify and practise selling skills and techniques
- Present and handle objections effectively
- Build relationships with customers, taking account of customers' future needs

DESIGNED FOR

Practising Sales Professionals and Executives, Sales Managers, Technical Managers who oversee and are responsible for sales, technical personnel who partner sales professionals to conduct sales.

CONTENTS

1. Dispelling Myths and Achieving High Performance Sales

- Principles of Effective Selling
- Characteristics of high Performing Sales People
- Sales Competencies
- Dispelling the Myths about Selling

2. Fundamentals of Selling Skills - by phone and face-to-face selling

- How to Make Cold Calls
- How to Connect and Relate with Customers
- How to Involve Customers through Encouraging and Questioning skills
- How to Make the Progress of Sales Call Explicit
- How to Create a Positive Image of Yourself and Your Company

3. Skills and Techniques of Selling that Sell

- How to Prepare for Sales
- How to Open and Conduct Sales Calls
- How to Identify Customer Needs and Their Hot Buttons
- How to Explore, Develop and Create Appropriate Sales Options
- How to Handle Objections
- How to Observe Buying Signals and Close the Sales

4. Case Studies and Skills Practices

- Role Play
- Critiques and Demonstrations

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.

DATES & TIME

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or

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[Register Now](#)

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FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$2,980

Non-member: HK\$3,180

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

LANGUAGE MEDIUM

English, but can supplement with Cantonese and Putonghua if needed, depending on the needs of participants.

METHODOLOGY

Discussions, videos, scenario demonstrations, skills practices with feedback and debrief.

DEADLINE FOR REGISTRATION

1 week before commencement

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.

Enrolment Form

SELLING SKILLS THAT SELL

21 April 2020 SG-86769-2020-1-F

20 October 2020 SG-86769-2020-2-F

FEE: HKMA Member: HK\$2,980 / Non-member: HK\$3,180

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: _____