

Face to Face Selling Skills

MEDIUM : Cantonese
FEE : HK\$3,480

COURSE CODE : FFSS DURATION : 2 Days
EARLY BIRD : HK\$3,180

29 Jan, 2018 (Mon)

By completing this curriculum, your sales people should be able to:

- Project an image of confidence and pride
- Sell their products and services rather than missing opportunities
- Hone in their ability to understand customer situation
- Matches the needs of the customers to the features and benefits that the products or services they are selling has to offer
- Presenting solution confidently and professionally
- Enhance their confidence to be able to negotiate
- Handle objections in professional manner

Target Audience All sales and sale-related staff

Methodology

The course will be implemented by a designated senior associate. All training modules have variations of the following:

1. *Ice breakers*
2. Input-concise concepts and theories, main focus is on practical demonstration of behaviours
3. *Team or individual activity* to reinforce input and increase ability to re-model behaviours
4. *Feedback* from Team, Individuals & the Facilitator
5. *Various "games/activities"* to enhance retention of the skills
6. The activities will either be *case studies* leading to *discussion* and/or *role-plays*, or *practical games* related to the sales skills and the process

Course Outline

1. Understanding the Dynamics of Selling

- Changing expectation
- Customers buying patterns

2. Finding your customers

- Identifying sources & potential customers
- Cold Calling
- Telephone approach/making appointment

3. Creating the initial 'WOW' Factor

- First point of contact - the Opening
- Initiating the conversation
- Helping the customers relax

4. Strengthening the Questioning Techniques (CASH)

- Two(2) Types of questions
- Four(4) models of questioning (CASH)
- Questioning with a purpose- the benefits

5. Understanding our Customers' Real Needs

- Identifying needs, opportunities and background informations to understand customers' circumstances
- Creating and Providing 'VALUE'
- Enhancing the 'URGENCY'

6. Recommending and Proposing the Solutions

- Presenting the differentiating product features and benefits

7. Resolving or Further Clarification

- Handling objections, stalling, put-offs and other negative attitudes of the customers
- and agreeing on beneficial solutions

8. Role-playing to practise the skills

COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
January 2018								
3	Jan-16	Effective Communication Strategies	NEW COMMST	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
	Jan-18	Leading Virtual Teams Effectively	NEW LVT	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
	Jan-19	Business Etiquette Workshop	BEW	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
4	Jan-22	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180 Dec 29, 2017	Jan 2, 2018	C/E
	Jan-23	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Dec 29, 2017	Jan 2, 2018	C/E
5	Jan-29	Face-to-Face Selling Skills	FFSS	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
	Jan-30	Key Account Management	KAM	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
February 2018								
1	Feb-02	Finance for Non-Finance Executives	NEW FNFM	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
2	Feb-05	Innovation in Leadership	INL	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	E
	Feb-05	Mastering Strategy and Turning Strategy into Results	STM	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	E
	Feb-06	The Key to Engaging your Workforce	NEW EYWF	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	C
	Feb-08	Managing Conflict and Disagreement	MCD	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	C/E

C = Cantonese, E = English

TIME: 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

* Fees include refreshments and buffet lunch

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name :

Address :

Contact Person : (Mr / Ms) **Job Title :**

Direct Line : **Email Address :**

Mobile : **Fax :**

Authorized Person : (Mr/Ms)

Job Title : **Direct Line :**

Signature : **Date :**

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



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Call Miss Mak at:
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