

Psyche-Selling 銷售攻心術

how to get into the minds of customers and make the sale

MEDIUM : English / Putonghua

Duration: 2 Days

As you might have heard of them, the most common challenges faced by sales people in any country, and across nearly every industry, are as follow :

- Unable to generate enough high quality leads and prospects;
- Unable to get through gatekeepers to the key influencers and decision makers;
- Unable to communicate well to understand customers' hidden needs;
- Unable to manage the right relationships to win the sale;
- Unable to take full control and responsibility of the sales process;
- Unable to deal with customers' objections effectively and close the sale.

Having these concerns in mind, the "Psyche-Selling TM" programme is created as a result of 1-to-1 coaching with sales people from a variety of industries across 13 cities in Asia. This programme has been tried, modified, and re-tested to make sure that it delivers results for sales people, especially in the Asian context.

Program Objectives and Outcomes

By the end of the training programme, you shall be able to:

1. Be committed and motivated to achieve your sales goals;
2. Prospect and qualify for targeted customers;
3. Probe and gain customer insights by asking the right questions;
4. Follow through with the right buying influencers; and
5. Handle objections and other sales negotiations with ease.

Course Outline

1. Why Some Sales People Succeed While Others Fail

- What are some of the winning and losing ways in sales
- How to be committed and stay motivated to achieve goals and targets
- Exemplary behaviours and competencies of great sales people
- Using Word Pictures® to define what are some of the desired behaviours of good sales people in your organization

2. Prospecting and qualifying the right kinds of customers

- Understanding why customers buy and their mindsets
- What kinds of customers do we want to target
- At which level can we target
- Distinguishing between price vs. value
- Brainstorming on the ways to prospect for new customers

3. Communicating with Customers: Opening and ending your sales call

- How to state your meeting objectives that make customers interested in you
- How to communicate a concise benefit statement
- How to end your sales meetings

4. Sales communication: Gathering needs:

- Why do you need to ask questions
- Asking questions that will make the customer want to answer
- Active listening
- Observing positive/ negative signals

Exercise: Making a list of the questions to ask

5. Sales Communication Role Play: In-depth probing skills and exploring consequences

6. Negotiating to an optimal outcome

- How to handle price objections effectively
- How to say "No" when you need to
- Mitigating customers' concerns

Role Play on objections handling

正如你可能瞭解的，無論在哪一個國家，包括幾乎所有行業在內，任何銷售人員所面臨的最普遍的挑戰如下：

- 無法約見高品質客戶；
- 不能接觸到決策人；
- 無法有效溝通以瞭解客戶隱藏的需求；
- 無法在銷售過程中妥善處理客戶人際關係；
- 無法全權對銷售流程負責；
- 無法逾越客戶方的壓力，不能簽單。

銷售攻心術 就是針對對此類問題而開發的課程，它是一門建立在對亞洲 13 個城市各行各業銷售人員所進行的「一對一」輔導的實踐結果上。

本課程已經過多次嘗試、修訂和再實踐，以確保其對銷售人員的實用結果，尤其適用於亞洲商務環境。

課程目標和學員受益

在本課程結束後，學員將能夠：

1. 保持積極進取以實現銷售目標；
2. 探求並是自己符合目標客戶的預期；
3. 問「對」的問題以探求客戶需求；
4. 跟進決策影響者；以及
5. 以平和的心態應對異議和其它銷售談判。

課程簡介

1. 成功銷售與失敗銷售的區別

- 客戶購買與不購買的原因是什麼
- 在實現目標的過程中如何保持專注和保有活力
- 使用 Word Pictures® 來定義在你的公司中什麼才是優秀銷售人員應具備的行為

2. 如何篩選合適的客戶

- 客戶購買與不購買的原因是什麼
- 如何篩選合適客戶
- 如何管理你的銷售週期

3. 銷售溝通技巧：如何開頭與結尾

- 如何通過你提的會議目的已引起客戶對你的興趣
- 如何以簡易明瞭的方式陳述你所帶來的益處
- 如何確保高效的會議結尾

4. 銷售溝通：瞭解需求

- 如何提問以找尋客戶的需求
- 如何深入探討客戶需求所造成的「痛」處
- 積極的聆聽
- 觀察積極 / 負面的回饋信號

練習：給問題列一張清單

5. 銷售以溝通演練：用提問來獲得深入的需求及探索客戶需求差距

6. 通過談判獲得最佳結果

- 如何有效地處理價格異議
- 如何在需要的時候說「不」
- 緩解客戶的顧慮

角色扮演：處理價格異議