

SUCCESSFUL VALUE-BASED SELLING

The beauty about selling is that each salesperson has the opportunity to demonstrate value above and beyond the product or service they are hawking. A good salesperson can read customers' needs, recommend thoughtful solutions, and close deals that cement long-term business relationships. This intangible "value" is not driven by personality but rather is learnt, adopted and executed by re-imagining sales from the customers' perspective.

"Successful Value-Based Selling" aims to equip participants with the thinking tools and skills to "read" clients, navigate different stages of the sales process, and ultimately influence decisions. Participants will be reacquainted with the fundamentals of sales and taught how to connect with their clients.

Through effective communication and a customer-oriented sales process, you can unleash the potential of your sales team. Groom them to add value, not simply sell.



LEARNING OUTCOMES

- Appreciate the philosophy and phases of selling.
- Explore the fundamentals of selling and apply the skills learnt.
- Employ advanced selling methodologies in the sales process.
- Experience the concepts through hands-on training and role-play with immediate feedback.
- Learn to increase the value of your product or service through superior service excellence and customer engagement.



PROGRAMME HIGHLIGHTS

- Myth and Truth of Selling
- Understanding Your Customers
- Fundamentals of Selling
- Soul to Soul
- Customer-oriented Selling Process
- Handling Objections
- NLP Selling
- Putting It Together



TARGET AUDIENCE

- Sales Teams
- Business Development Executives
- Team Leaders
- Sales Managers



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application




DURATION:

2 Days

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