

# High Performance Selling and Powerful Closing Techniques Workshop

**Date:** 3<sup>rd</sup> – 4<sup>th</sup> March 2010

Organized By: **ATCEN™** ACADEMY

**Venue:** JW Marriott Hotel Kuala Lumpur

## Workshop Description

This workshop conditions sales people for success, and provides them with proven sales techniques and strategies used by top sales performers all over the world.

The workshop introduces sales professionals to have winning attitudes together with performance enhancement strategies so that they will have the confidence and certainty to break through any limitations.

The sales professionals will also learn the psychology of people buying behaviors and the most powerful persuasion and influence strategies from top income producers worldwide. This ensures they will consistently and continuously deliver desired results.

## Workshop Objectives

- Develop a focused and positive sales mindset to succeed: MInD (Mental Imagination and Desire)
- Develop the power of self belief and personal motivation to achieve desired results
- Increase sales leads, conversion rates, average purchase amount, repeat business and profit margin
- Develop dynamic impression and communication skills;
- Develop effective telemarketing tactics and techniques;
- Develop powerful professional sales presentations;
- Develop professional sales body language, vocal cues and business meeting etiquette;
- Develop techniques in handling objections;
- Develop a personal action plan to deliver results.

## Who Should Attend?

- Sales Professionals
- Tele-sales Professionals
- Marketing Professional
- Business Development Professionals
- Entrepreneurs



The Asia Entrepreneur Alliance Worldwide awarded the 3<sup>rd</sup> Asia Pacific Super Excellent Brand Award - Service Excellence to ATCEN Sdn Bhd in January 2008.

# High Performance Selling and Powerful Closing Techniques Workshop

## Introduction

- Selling in Today's Experiential Economy
  - Sales Professional Career: Dream Career vs. Extreme Career
  - The Characteristics of A Successful Sales Professional
- Activity: The Sell to Me challenge*

## Module 1: The Mindset of a Sales Champion

- MInD (Mental Imagination and Desire) + Action = Sustainable Motivation
  - Me Inc: Self Directed, Self Driven and Self Motivated
  - The 7 Rules of A Winner: The Making of a Sales Champion
- Activities: "Analysis of current sales mindset" and "The Numbers Game"*

## Module 2: Dynamic Impression & Persuasive Communication

- Create a Positive First and Lasting Impression to Exceed Customer Delight
  - Persuading the Customer by Speaking the Customers Language
  - Develop Questioning and Listening Techniques to Gather Information
- Activities: "The I Am My Customer game" & "The Question Champion"*

## Module 3: Effective and Efficient Telemarketing Prospecting

- Call Opening, Lead in Statements, Call Closing and Professional Release
  - Effective Call Techniques to Secure Critical Appointments: The Attention, Interest, Desire & Action Approach
  - Efficient Call Management to Manage Time
- Activity: "Cold Call role"*

## Module 4: Powerful Sales Presentation

- The Psychology of Customers Buying Behaviors: The 4 Personality Types and Their Primary Motivating Factors
  - Sell Benefits and Not Features to Create Impact in the Sales Pitch
  - The Verbal Buying Signals and 10 Closing Techniques to Secure Sales
- Activity: "The FAB Chart Creation"*

## Module 5: Professional Sales Body Language, Vocal Cues & Business Meeting Etiquette

- Body Language: Personal Appearance, Hand Shakes, Body Posture & Movement, Eye Contact and Facial Expression
  - Vocal Cues: Lips & Vocal Warm Ups, Verbal Stretch, Volume Control, Tonality and Pitching
  - Business Meeting Etiquette: Business Cards, Marketing Materials and Seating Arrangements
- Activities: "Body language Role" and "Vocal exercises and workouts"*

## Module 6: Handling Difficult Customers and Objections

- The 4 Basic Objections: No Interest, No Need, No Hurry & No Money,
  - The Objection Handling Strategy: Acknowledge-Diffuse-Response Approach
  - Overcome The Objections: Scripts for Handling Objections
- Activity: "Objection handling role plays"*

## Module 7: Achieving Sustainable and Measurable Results

- Continuous Development of the Knowledge, Skills, Attitude and Habits of a Successful Sales Champion
  - Setting Key Performance Indicators: Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique
  - Personal Action Plan: Developing a Commitment to Achieve Desired Results
- Exercise: "Personal goals and Action Plans"*

The **training methodology** is delivered based on the Sales Dragons experiential learning methodology. This will include:

- High impact short lectures
- Challenging activities and role plays
- Non-stop action packed interaction
- Insightful experience sharing
- High level of speaker and inter-participant interaction

## Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

*The above Chronology applicable for Day 1 and Day 2*

## Facilitator Profile



**Ken Ng**  
Principal Consultant  
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Malaysia - a leading regional service provider of customer contact management consulting, human performance and business process outsourcing services. He is a Certified Support Manager from Service Support Professional Association, America and holds a Bsc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer contact management industry since the beginning and is better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational customer contact center experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

# Registration Form

## High Performance Selling and Powerful Closing Techniques Workshop 3<sup>rd</sup> – 4<sup>th</sup> March 2010, JW Marriott Hotel Kuala Lumpur

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

**Group Discount of 10%** for 3 or more participants who register for the workshop at the same time and are from the same organization.

### Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 2623 Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature : \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

For In-House Workshop, kindly  
email your enquiry to  
[inhousetraining@atcen.com](mailto:inhousetraining@atcen.com)

### Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: