

Inbound | Outbound Consultative Tele-Selling Skills Workshop

Date: 16th & 17th April 2012

Venue: ATCEN Learning Centre, Damansara Perdana PJ

Workshop Description

We have always heard of the term “Customer comes first” or “We are here to serve you better”. Yet when it comes to sales, the customer’s interest is (consciously or unconsciously) ignored. We have all become victims to pesky sales people attempting to sell products/services you do not require. Hence the infamous signs we see on most offices: “No sales people allowed”.

This also applies in a tele-selling scenario, where numerous sales people receive “Not interested” replies or other similar objections within seconds of a call.

This 2 day programme revisits the concept of selling and introduces common sense techniques that are not so commonly practiced by sales people. The over-riding training objective will be to take what is common sense and put it into common practice. Participants will be equipped with working knowledge of the concepts, principles and skills that they will immediately be able to apply on the phone.

Workshop Objectives

- Understand the importance of establishing Trust & Credibility with the customer as a foundation of the Selling Process.
- Understand the 4 steps to the Selling Process
- The influence a sales person has in gaining/losing a sale
- Select appropriate questioning techniques to uncover customer’s requirements
- Engage unreceptive customers and handle false objections
- Summarize the components of an inbound & outbound introduction
- Respond to a negative customer experience
- Use Objection Handling Techniques in a call
- Understand how to position & communicate the value of the product / service to the customer
- Determine the commitment level of the customer & identify the appropriate next step to reach an agreement with the customer
- Apply the necessary skills learnt to their daily work

Who Should Attend?

This workshop will be beneficial to inexperienced & experienced front liners who want to take their tele-selling skills to the next level.

Inbound / Outbound Consultive Tele-Selling Skills Modules

MODULE 1: ESTABLISHING THE FOUNDATION OF A SALES PROCESS

- The importance of a customer busying the the sales person first before buying the product/service
- Building a relationship with the customer by establishing trust & credibility
- Selling to the General, Politician, Cool Joe & Accountant – adjusting your approach to different personality styles
- How establishing a relationship with the customer fits into the sales process
- How to effectively establish a relationship with a customer who is from a consumer, SMB & Enterprise segment

MODULE 2: ENGAGING THE CUSTOMER EFFECTIVELY

- Creating an impactful call introduction
- Are you speaking to the decision maker? How to get connected to the correct channel
- Engaging customers with false objections
- Responding to a negative customer experience

MODULE 3: UNDERSTANDING THE NEEDS OF THE CUSTOMER

- Analyzing the importance of understanding customer’s requirements
- Exploring different questioning techniques
- Asking relevant questions to create an opportunity
- Creating upsell/cross sell opportunities when asking the correct questions
- Selling a solution instead of a product

MODULE 4: POSITIONING THE VALUE NOT FEATURES OF YOUR PRODUCT

- Evaluating the different criteria’s that influence a customer’s decision in purchasing a product/service
- The difference between Features & Benefits
- Positioning a solution based on customer’s requirements
- Effectively communicating a benefit over the phone with simple & relevant examples
- Identifying barriers to commitment
- Objection Handling Techniques

MODULE 5: CLOSING THE DEAL

- Identifying the customer’s commitment level
- Identifying the next step to reach an agreement with the customer

MODULE 6: PERSONAL IMPROVEMENT PLAN

- Identifying key takeaways from the programme
- Implementing a personal action plan

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop
<i>Chronology applies for Day 1 and Day 2</i>	

Facilitator Profile

Shamini Dass
Trainer



Shamini Hari Dass has been involved in the education and training field for almost 10 years. She graduated with Honors from the University of London and since then had the opportunity of working with several national and international organisations.

Shamini has vast experience working with call centres in Malaysia. She has worked with leading giant technology MNCs, national players in the banking and insurance fields and NGO. Some of her notable positions were in companies such as Hewlett Packard and Teledirect Telecommerce.

While at Hewlett- Packard, Shamini was very much involved in Customer Service & Experience. She has experience in many facets of customer service including customer interaction, complaints and escalation management via phone and email. Shamini is well versed with the technicalities and skills needed to handle today's customers. She also has good experience managing people from diverse cultures and backgrounds. She received numerous prestigious awards, one being the coveted CCAM (Contact Centre Association of Malaysia) where she was shortlisted amongst 200 over candidates in Malaysia. She emerged amongst the top 3 winners. She developed and conducted training in customer service courses such as The 10 Golden Rules, Total Customer Experience, Creating the "WOW" factor, Telephone Techniques and Telephone Etiquette,

She was later involved in working with the telesales representatives in helping them improve their sales handling skills. The business segments covered include the consumer, SMB & Enterprise business. She was certified as a Master Sales Trainer for Inbound/Outbound Telesales Training by a US based vendor.

Shamini continued working with more sales front liners in Teledirect Telecommerce. Here she had to ensure that her participants were both sales and customer focused. She conducted mini workshops in the areas of Listening Skills, Understanding customer requirements, Objection Handling Techniques and Gaining customer commitment.

For the managers in the company she created a special programme called "Unleashing Your Personality Puzzle" and "Using Your Personality Power". These programmes were developed based on the DISC personality profiling for Team Leaders and Project Managers to understand the characters and personality traits of their team to be able to effectively communicate and coach them.

She has gained a lot of knowledge and expertise by training under leading personalities such as Ron Kaufmann (of "Up Your Service" fame) and Roger Konapasek (thought leader in the area of sales and leadership dynamics).

Shamini has an innate passion for training and her patient and amiable character helps her learners absorb information easily in a fun and enjoyable environment.

"The wisest man has something yet to learn". So goes the quotation. As passionate as she is imparting knowledge, she equally finds joy, learning from every participant she encounters.

Learning is indeed a never ending journey!

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alcatel-Lucent Malaysia Sdn Bhd
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hirotako SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Muamalat
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 BlueScope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMCM Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate-Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSC Malaysia
 D G Kom Sdn Bhd
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DiGi Telecommunications Sdn Bhd
 Dumex (M) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn Bhd
 Edaran Tan Chong Motor Sdn Bhd
 e-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales (M) Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebson & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui-Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MOHR
 Malaysian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corporation (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corporation (M) Sdn Bhd
 P&O Global Technologies Sdn Bhd
 PanGlobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang
 Pernecc Corporation Berhad
 Pharmaniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International (M) Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SnT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications (Malaysia) Berhad
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Takaful Ikhlas Sdn Bhd
 Taylor's College Sdn Bhd
 Teknicast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 TIME dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Berhad
 ViewPoint Research Corporation Sdn Bhd

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**ATCEN Learning Centre, Damansara Perdana,
Petaling Jaya**

TO REGISTER OR FOR MORE INFORMATION:

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