

Certified Sales Professional (CSP)

This is a soft-skills based program that provides individuals and sales professionals the essential standard of sales focused competency in selling to the customers via telephone and face to face. The participants of this workshop will develop the necessary knowledge and skills to work in a customer focused sales environment. Additionally, it provides the participants with a comprehensive understanding of the techniques and skills required selling to customers.

Certification

The CSP program consists of 2 parts:

- Class Attendance (14 contact hours)
- 1 one-hour (1 hour) 50 questions multiple-choice examination paper

Certificate of completion jointly awarded by **Western Kentucky University (USA)** and **ATCEN (Malaysia)**.



An examination score of **84 percent or higher** must be achieved in order to obtain certification.

Duration

2 Days

Medium of Delivery

English language

Fees

RM 2,000 Per Participant

ATCEN is accredited as the first accredited training provider with the **Customer Relationship Management & Contact Center Association Malaysian (CCAM)**



Program Outline

Program Title	Certified Sales Professional (CSP)
Program Duration	2 Days
Program Description	The program introduces sales professionals to the essential and fundamental soft-skills elements associated with superior selling techniques and sales management via telephone and face to face. The certified sales professional workshop consists of modules that teach participants essential skills such as essential communication, sales management and professional selling strategies, principles, concepts and tactics.
Who Should Attend?	<ul style="list-style-type: none"> • Sales Professionals • Tele-sales Professionals • Marketing Professionals • Tele-marketing Professionals • Business Development Professionals
Program Objectives	<ul style="list-style-type: none"> • To understand the importance of customer focused sales and a passion to exceed customer delight • To develop fundamental impression and communication skills • To develop telemarketing tactics and techniques • To develop professional sales presentations • To develop professional sales body language and business meeting etiquette • To develop techniques in handling objections • To develop a personal action plan
Program Outline	<p>Module 1: Impression & Communication Fundamentals</p> <ul style="list-style-type: none"> • Create a Positive First and Lasting Impression to Exceed Customer Delight • Understand the Communication Model and Process • Develop Questioning and Listening Techniques to Gather Information <p>Module 2: Professional Telemarketing Prospecting</p> <ul style="list-style-type: none"> • Call Opening and the Lead in Statements • Effective Call Techniques to Secure Critical Appointment: The Attention, Interest, Desire & Action Approach • Call Closing and the Professional Release <p>Module 3: Professional Sales Presentation</p> <ul style="list-style-type: none"> • Sell Benefits and Not Features to Create Impact in the Sales Pitch • The Psychology of Customers Buying Behaviors: The 4 Personality Types • The Verbal Buying Signals and 10 Closing Techniques to Secure

	<p style="text-align: center;">Sales</p> <p>Module 4: Professional Sales Body Language & Business Meeting Etiquette</p> <ul style="list-style-type: none"> • Principles for Interpreting & Role of Body Language • Personal Appearance, Body, Posture & Movement, Eye Contact and Facial Expression • Understand Business Meeting Etiquette: Business Cards, Marketing Materials and Seating Arrangements <p>Module 5: Handling Difficult Customers and Objections</p> <ul style="list-style-type: none"> • The 4 Basic Objections: No Money, No Need, No Hurry, No Confidence • The Objection Handling Strategy: Acknowledge-Diffuse-Response Approach • Overcome The Objections: Developing Scripts for Handling Objections <p>Module 6: The Way Forward – A Customer Focused Sales Culture</p> <ul style="list-style-type: none"> • Continuous Development of the Knowledge, Skills, Attitude and Habits of a Sales Professional to Create a Customer Focused Sales Culture • Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique Personal Action Plan: Developing a Commitment
<p style="text-align: center;">Training Methodology</p>	<p>The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, case studies with continuous evaluation and real time feedback.</p>