



Selling Made Easy

Course Description:

The 'Selling Made Easy' training course is about a profession every bit as vital as those of Medicine, Law, dentistry and Education. The field of Selling has matured into a professional endeavour. To-day, selling may be a stronger profession because of the obstacles it has overcome and sometimes still battles.

In the 'New Economy', salespeople will be guided by a new principle of selling:
Partnerships are established and maintained through engagement selling and only when the salesperson creates customer value.

"If you try to understand the ups and downs of the current economy by focusing on technology trends and investment fads, you're going to miss the true underlying shift that's underway. Customers are in control. They're changing the face of business, as we know it. And your company's value is in their hands".

Instructor:

Zafar Siddiqui has an MBA degree from The Institute of Business Administration. He also holds a degree of M.S. in Marketing Communications from Chicago. He has more than 30 years of experience with the F.M.C.G. sector both in the field of Sales, Marketing and General Management. He was associated with Gillette for 15 years in Pakistan and Overseas. His last assignment with Gillette was as Chief Executive for Gillette Pakistan (Pvt.) Ltd., and Area Director for Afghanistan, Sri Lanka, Bangladesh, Nepal & Maldives.

Mr. Siddiqui has taught at the Institute of Business Administration, University of Illinois and Moscow State University.

Duration: 1 day; 7-hour intensive workshop

Outline:

Module 1: This module provides an introduction to SELLING – what it is, why it is important and how one functions in this career field. This module points out that "selling is a people-oriented activity in which success can be easily and objectively measured". It also highlights the skills needed to effectively sell.



Module 2: This pertains to the planning and strategy elements involved in SELLING. It highlights the importance of communication and the various elements involved in achieving effective communication. It takes into consideration the process by which buyers make purchasing decisions. Buyer characteristics, purchasing influences and related behavioral concepts are outlined.

Module 3: This module describes the opening phase of the personal selling process. It shows how to find potential buyers for your product and then how to prepare and make the initial approach to these prospects. Many new sales personnel fail in the early stage because they are too eager to present their sales message. Careful preparation is the key to building any productive buyer – seller relationship.

Module 4: Presenting the sales message would be considered the heart of SELLING. It is essentially a “how to do it” module explaining the various elements of a successful sale presentation. Preparation, strategies, approaches, types, guidelines, tactics and special situations are reviewed.

Module 5: This module outlines the sales resistance and objections that are **expected** in personal selling. What objections arise and the attitude towards objections are discussed at length in this module. This module also describes the sales person’s ultimate goal – the actual completion of a sale. Various closing techniques are discussed.