

Alpha Sales System

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

Everybody knows that selling is an important skill, like driving, swimming and cycling. If we can learn to drive a car, swim or cycle, we can learn to sell effectively.

Great Salespeople are NOT born but trained. The myth of a natural born salesperson is debunked daily by unassuming sales champions. There are salespeople who are extrovert as there are who are introvert. Most people know of at least 1 person who started as a reluctant salesperson, with none of the “natural” selling abilities but was trained, coached and sold his/her way to success.

Sales is the most natural skill every human learns from birth. Every baby knows to sell is to survive, they sell the pleasure of their smile or the pain of their cry to their carers when they want something. Everyone sold some idea to a friend or family at some point in their lives. Every employee sold the idea of being hired during the interview. What is less understood is the decision-making process.

OBJECTIVES

- Understand what’s happening in the industry. Who’s hot and who’s not. What are consumers looking for right now.
- Have Knowledge of the entire process of sales and get more insights on how sales works.
- Sales personals will be able to immediately work on their sales skills and learn how to match the needs and expectations of their customers.

TARGET AUDIENCE

Salesperson or whoever intended to venture in sales profession

METHODOLOGY

Training is delivered in a highly interactive and experiential way. Concepts and background information are presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.

PROGRAMME OUTLINE:

Day 1

Introduction & Welcome:

Programme Objectives Personal Objectives

Understanding the Sales Alpha model and how each part is handled. (Opening, Plaining, Discovery, Follow-up, commitment and solution.)

Step (I) – Effective Mindset

Everybody Is Selling

Set the correct mind, redefine your mind to redefine your future.

Employee VS Intrapreneur, the difference of mindset

Marlow Hierarchy Revisited to understand the difference between the generations

Step (II) – ABC Of Selling In Tough Times

Advertise VS Selling 100% Belief Creating Curiosity

Step (III) – Selling 101

What is Selling? Understanding Sales Cycle ALPHA System

Step (IV) – Prospecting

Listening to the needs of the prospect. Great Questions gets greater results

Activity:

Who's who:

Understand who are dealing with, use visual and word profile. To better understand your customers so you can know how to handle them better.

Day 2

Step (V) – Attract

Setting the RIGHT Outcomes

Step (VI) – LEVERAGE

Gain leverage on Prospect's Pain, by asking the right probing questions.

Create curiosity to get prospects attention to listen for more.

Qualify prospect to know buying signal

Get Permission to Present, understand which stage is the prospect at before presenting. Using the AIDA principle to better position 1 self before presenting.

Step (VII) – PRESENT

Hypnotic Words that influence the mind DOPE Profiling for Effective Selling Activity: Visual Profiling

Step (VIII) – HANDLE

Reframing Objections before they arise 3 F Method to handle any objection Objection=Interest Mindset

Step (IX) – ACTION

Easiest Sales Close ABC of Closing
Overcoming Closing Resistance

Putting It Together
Summaries & Close

Setting SMARTER GOALS