

Workshop Title	<b>Dragon Selling Skills</b>
Workshop Duration	2 Days
Workshop Description	The Dragon Selling Skills is an intuitive approach to selling utilizing results focused and efficient sales approaches to maximize any sales interaction. This workshop specifically looks into highly beneficial customer focused sales techniques and applications. We hone and sharpen sales professionals to the essential elements associated with superior and proven sales techniques and strategies. This workshop consists of modules that develop participants' selling skills such as selling via telephone, face to face and transforming potential prospects to recurring long-term revenue generation entities.
Who Should Attend?	<ul style="list-style-type: none"> <li>• Sales Professionals</li> <li>• Tele-sales Professionals</li> <li>• Marketing Professionals</li> <li>• Tele-marketing Professionals</li> <li>• Business Development Professionals</li> </ul>
Workshop Objectives	<ul style="list-style-type: none"> <li>• To develop the Sales Dragon mindset – Focused and Efficient closing machines;</li> <li>• To deliver a unique sales experience to prospects;</li> <li>• To develop an understanding of the importance of customer centric sales;</li> <li>• To develop highly polished impression and communication skills;</li> <li>• To develop results bearing telemarketing tactics and techniques;</li> <li>• To develop memorable product and service presentations;</li> <li>• To develop influential sales body language and business meeting practices;</li> <li>• To handle objections without creating ill feelings and sounding defensive;</li> <li>• To develop an aggressive mindset and a personal action plan to success.</li> </ul>
Workshop Outline	<b>Module 1: Influential Impression &amp; Communication Skills</b> <ul style="list-style-type: none"> <li>• Develop the Distinct Sales Experience by Positive First and Lasting Impression to Exceed Customer Delight</li> <li>• Understand and Leverage Fully on the Power of Communication</li> <li>• Develop Powerful Probing Questioning and Listening Techniques to Deliver a Partnership Impression</li> </ul>

**Module 2: Results Yielding Telemarketing and Prospecting**

- The Memorable Call Opening and Lead-In
- Call Techniques to Capture Prospects and Secure Critical Appointments: The Attention, Interest, Desire & Action Approach
- Developing the Memorable Call Closing and the Professional Release for a Lasting Impression

**Module 3: Memorable Sales Presentations**

- Sell Benefits and Not Features to Create Impact in the Sales Pitch
- Understanding Customers' Buying Behaviors: The 4 Personality's Buying Preferences
- The Only 10 Closing Techniques You Will Ever Need to Secure Closures

**Module 4: Influencing Prospects Using Powerful Sales Body Language & Business Meeting Practices**

- Principles for Using of Body Language to Influence Buying
- The Sales Dragon Appearance, Body, Posture & Movement, Eye Contact and Facial Expression to Obtain Buy-In
- The Importance of Professional Business Meeting Etiquette: Business Cards, Marketing Materials and Seating Arrangements

**Module 5: Managing and Overcome Difficult Customers and Objections**

- Understanding the 6 Types of Objections: Misunderstanding, Skepticism, Drawback, Complaint, Authentic Obstacle and Riddance
- The Dragon Objection Handling Strategy: Listen, EmpathY, Clarify, Respond, Affirm (LYCRA)
- Customizing Personal LYCRA for Your Most Frequent Objections

**Module 6: Charting The Sales Professional's Success: The Dragon Plan**

- Assessment and Development of Required Sales Knowledge, Skills, Attitude, Habit and Culture
- Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique
- Sales Motivation: The Sales Mantra for Continuous Developing of Tenacity

<p>Training Methodology</p>	<p>The training methodology is delivered based on the Sales Dragons experiential learning methodology. This will include:</p> <ul style="list-style-type: none"><li>- High impact short lectures</li><li>- Challenging activities and role plays</li><li>- Non-stop action packed interaction</li><li>- Insightful experience sharing</li><li>- Instant feedback from Sales Guru</li></ul>
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