

Date

Tuesday 12 June 2018,

Time

9.00am – 5.00pm

Venue

The St. Regis Singapore
29 Tanglin Road
Singapore 247911

Course fees*

KPMG CLIENT / ALUMNI

S\$580 per participant

PUBLIC

S\$650 per participant

*The fee is inclusive of GST at the prevailing rate, course materials, lunch and refreshments.

GROUP DISCOUNT

A 10% discount applies to three or more participants from the same organisation registering for the course.

Registration

To register, please click [here](#).

Closing date

5 June 2018

Enquiries

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STRATEGIC SELLING TECHNIQUES



Increasing the value of our client relationships is an essential part of growing the value of our business. Yet responsibility for sales is often a “hit and miss” game, with sales staff inexperienced, or insufficiently trained to recognize the most effective ways to approach clients to gain the outcome that your business seeks.

LEARNING OBJECTIVES

- **Understand what the client wants** by adopting an open approach. Too many sales staff try to convince the client that their product or service is the correct one without trying to find out exactly what the client needs
- **Identify what preparation is required** before the meeting or discussion takes place. Poor preparation leads to confusion, missed opportunities or inability to ask the correct questions
- **Understand** the client’s business to gain credibility and be able to gain insight into the challenges and aspirations of the client
- **Explore** what is in the client’s mind by adopting a disciplined, well-researched approach to uncover their challenges, issues and targets
- **Analyse** the way in which you, as a sales representative, interact with a client and build a trusted relationship to make the process of selling more effective
- **Examine** through practical exercises, what sales style works best and how your personal style needs to be adapted to be more effective
- **KPMG** counts the world’s top corporations among its clients and has major global experience in effective sales techniques. Let us share some of this experience with you and your sales team!

COURSE OUTLINE

| Topic | Content overview |
|---|---|
| Who to meet & when? | <ul style="list-style-type: none"> We can waste a great deal of time – both ours and the clients – by being ill-prepared Having a clear idea of our company strengths and being able to articulate these clearly to our target market is essential for our account planning strategy Once a meeting has been achieved, a clear strategy needs to be developed for whom to approach, when is the correct time, who else we need to influence and what are the objectives that each party is looking to satisfy |
| What are the key determinants to effective selling? | <ul style="list-style-type: none"> We will examine human behavior in selling and buying situations and carry out role plays to reinforce the key messages What are the “rights and wrongs” in conducting meetings and how to ensure both parties are aware of each other’s objectives and show empathy What is the best approach to cold calls? We will practice different techniques and learn how best to prepare for a cold / warm call and how to improve our prospecting results |
| How do we progress to the next stage? | <ul style="list-style-type: none"> Differentiating between high and low-value sales, and the frequency of sales calls; what impact do these have on the appropriate selling style to be adopted? How to build perceived value into a sales call; “what’s in it for me”? Maintaining and building relationships – do’s and don’ts Assessing the size of the opportunity, wallet-sizing to make sales calls as effective as possible Who should follow-up, when and how? Role plays will reinforce the key learning issues and these will be interactive and fun (without any video recording) |