



WHOLESALE & RETAIL SELLING IN A FAST CHANGING WORLD

OVERVIEW

In the present challenging environment, the continuous change of customers' preferences and the introduction of new products, every sales professional must keep themselves updated, equip themselves with new selling skills and having the right attitude in order to create a competitive edge over their competitors.

As such, this 2-day program seeks to enhance the attitudes, skills and knowledge of sales professionals and create awareness of new techniques in selling properties.

OBJECTIVES

- Upon completion of the program, participants should be able to:
- Build a healthy self-image of an achiever, to be competitive with self
- Understand and meeting customers' needs as the foundation of success
- Build a strategic partnership with key customers
- Awareness of the whole selling process and its impact on sales professional
- Focus on negotiating win-win deals
- Adapt to a changing environment and modify their selling strategies accordingly

WHO SHOULD ATTEND

- For sales people who are managing wholesale and retail outlets

WORKSHOP OUTLINE

- Module 1: The Mindset Of A Sales Professional
- Module 2: Sales Planning
- Module 3: Personality Profiling
- Module 4: Negotiating with your customers
- Module 5: Collection! Collection! Collection!



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