

# WHOLESALE & RETAIL SELLING IN A FAST CHANGING WORLD

SEGMENT – SALES & MARKETING



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!

## 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.

# Get In Touch!

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## Objectives

- build a healthy self-image of an achiever, to be competitive with self
- understand and meeting customer's 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
- develop a knack to keep the pulse on the changes in the market place