

Customers today are more knowledgeable, have a wider array of alternatives, and demand more from their suppliers than ever before. The top sales professionals in any industry do much more than just sell products; they prescribe and provide compelling solutions.

Dynamic Selling Skills show you how to think as your customers think and successfully present them with value-added reasons for choosing your product or service over your competitors. Outlining an assertive, customer-oriented approach for building your sales strategy around total value, revealing techniques you can use to:

- sell on all three dimension of value – your product, your company, and your personal commitment to the buyer
- add value to customer relationships by becoming expert in the core competencies that matter most to the customer

#### Prospecting Skills for Success

- Tapping on existing clients
- Magic of networking
- Finding a podium
- Use unconventional ideas
- Prospecting opportunities are everywhere

#### Opening and Presentation Skills for Attention and Differentiation

- Using SELL methodology
  - Show the feature
  - Explain the feature
  - Lead to customer benefit
  - Let the customer decide
- Using Differentiation matrix
- Definable and defensible differences
- Creating barriers between your product/ service and the competition
- Tips for selling your differences

#### Negotiation Skills for Closing

- Understanding the sales negotiating gambits
- Getting to say 'Yes'
- Overcoming objections - identifying conditions; objections; and excuses
- 17 tips for preliminary closing
- When all else's failed - use Power-Closing Techniques

### COURSE OUTLINE

# Dynamic Selling Skills

for RM480 Only

This 1-day programme will help explains how to build solid, personal relationships; position and differentiate your product from its competition; create, reinforce, and leverage value; honestly and firmly address every type of objection; helping the customer to make a decision to buy; and most importantly, keeping the relationships ongoing.



Peter Ng is a business consultant, seminar speaker, workshop leader and a life coach. He delivers over 100 programs a year in Singapore and the Asia region. He has been invited to speak and train in the Myanmar, Vietnam, Laos, Indonesia, Malaysia, The Bahamas, Mexico, USA and many other countries. His reputation as a fun, exciting, and change-producing speaker, trainer and entrepreneur gives him global acclaim. Peter inspires his audiences to greater levels of achievement by stimulating the human potential and using powerful delivery and new insights to teach and motivate.

Organised by:



Peter was awarded 'Speaker of the Year' for his proprietary customer excellence concept 'Customer Emotional Connectivity' at a convention in Mexico in 2000 and voted the 'Motivational Speaker of the Year' at another convention in Arizona, USA in 2005.

Peter is a Founding Member of the Asia Professional Speakers, Singapore and the Asia Pacific Representative of Service Quality Institute, USA. He is also the Customer Service Trainer for Raffles International Limited since 1999. Peter graduated with a major in Customers' Psychology and holds a Master of Arts degree in Tertiary, Adult and Continuing Education.

## FEE

NORMAL RATE	<b>RM480.00</b> per participant (inclusive of 1 lunch and 2 tea-breaks)
EARLY BIRD RATE	<b>RM460.00</b> per participant on paid registration by <b>28 September 2010</b> .

## PAYMENT/ CANCELLATION OF REGISTRATION

- ◆ All cheques should be crossed and made payable to **ADROIT GLOBAL NETWORK SDN BHD** and received prior the event.
- ◆ Cancellation must be made in writing.
- ◆ Full refund for cancellation received at least 14 days before the training.
- ◆ 50% refund for cancellation received less than 7 to 14 days before the training.
- ◆ No refund for cancellation received less than 7 days before the training but a substitute participant will be accepted at no extra cost.

## REGISTRATION FORM

### Dynamic Selling Skills

Please tick:   19 October 2010 - Hyatt Regency Kinabalu, Kota Kinabalu  
 20 October 2010 - Four Points by Sheraton, Kuching

Company:		Contact Person:
Address:		Designation:
Tel:	Fax:	Email:
No. of participants:		Total Cost: RM
NAMES		DESIGNATION
1.		
2.		
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4.		
5.		
6.		
Authorised Signatory:		Date:

THE ORGANISER RESERVES THE RIGHT TO AMEND OR CANCEL THE EVENT DUE TO UNFORESEEN CIRCUMSTANCES



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