

# Professional Selling Skills

Success

Organisation

Clients

Performance

Sales

Relationships

Transform

*Try not to become a person of success, but try to become a person of value*  
- Albert Einstein.



**ISM**  
ISM TRAINING

*Advance your career...  
achieve your goals*



# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Professional Selling Skills

Selling has changed a lot more in the last ten years than it did in the previous one hundred years. Never before have you had to operate in such a dynamic commercial environment. If you enter it properly equipped and with your eyes and ears open, you will see amazing results.

## Course Content

Successful sales professionals need to adapt in order not only to survive, but to thrive. The commercial world has changed beyond belief in the past 20 years and yet most sales training still follows traditional models developed over 60 years ago. Surely it is time for something fresh, a new perspective to equip us to confidently embrace this changing world. This course is such an experience. An exciting and enjoyable, perspective altering look at the skills needed to be 21st century sales professionals and an enjoyable and positive environment in which to learn and practice them.

*The professional sales training program was excellent. Highly interactive, massively motivational and thoroughly enjoyable.*

*-Mohammed Al-Ansi,  
Saudi Diesel*

*You don't close a sale; you open a relationship if you want to build a long-term, successful enterprise.*

*- Patricia Fripp*

# Course Benefits.

This course is aimed at transformation. We aim to help sales professionals change their perspective on what is really important in the sales engagement, change how they see themselves and their own potential, and how they view each customer interaction.

## The Aim of this course

This course aims to transform the way you approach selling and focuses on relationship building, making you invaluable to your customers. You will learn techniques and skills you can use to grow your business and exceed your business targets

- ★ Understand the changing forces and dynamic of the commercial world in which they operate.
- ★ Understand the characteristics and skills that will enable them to thrive in this changing environment.
- ★ Acquire the requisite tools to navigate the sales process with insight, skill and sensitivity.
- ★ Deeply understand the importance of customer needs and desires.
- ★ Understand the importance of selling to a network, not just to an individual.
- ★ Develop and build confidence in a demanding and competitive commercial environment.
- ★ Take selling to a deeper and more fulfilling level for both them and the client.
- ★ Acquire a tool kit that will begin to build the character traits of a truly empathetic business person.

## Benefits for you and your organisation

The benefits to the organisation are clearly derived from these perspectives. Customers will view the supplier organisation in a more positive light. The interaction between supplier and customers will be transformed by being more meaningful, longer lasting and mutually beneficial, leading to strong and positive client relationships. It will help to enhance and cement the reputation of the organisation and significantly deepen how we see our customers, potential customers and the wider market.

### You will learn how to:

- ★ Develop a new approach to selling which will enhance and perhaps replace the now familiar sales cycle.
- ★ Plan and prepare so that nothing is left to chance.
- ★ The aggregation of marginal gains – how each little element can have a major transformative effect.
- ★ The art of moving others to give up something that they have got in exchange for something that we have got.
- ★ The skill of attuning ourselves to others and understanding their desires.
- ★ Truly listen to our customers.
- ★ Remain resilient and buoyant in what can be a challenging space.

# Course Content

## 01

The changing face of selling in the 21st century.

How is the sales person perceived by the client?

Volatility, Uncertainty, Complexity and Ambiguity and how to navigate it.

The flattening of the playing field and the power of the buyer.

## 03

The new ABC Attunement, Buoyancy and Clarity.

The gift of transformational conversation.

Who are the people and networks we are selling to?

What makes them tick?

What are their drives and motivations?

Client empathy – being human makes us do better business.

Staying afloat in uncharted waters.

The power of differentiation.

Clarifying our proposition in the minds of the customer – a confused client never buys.

## 02

Everyone is an entrepreneur.

Globalisation – friend or foe?

Changes in how purchasing happens.

How selling is more important than ever.

Flexibility and versatility of skills needed in the business environment.

## 04

The Art of Enquiry

The right question is more powerful than the right answer.

Probing and guided client discovery.

Interrogative self talk.

Irritation or agitation.

Getting to the heart to the matter.

*This course taught me a new way of responding to sales situations*

*- Ahmed,  
Cambridge Press*

# 05

## Conversations that build relationships

Listening Skills - not just talking a good game.

The ability to help others see their situations in fresh and more revealing ways.

Identifying problems clients didn't know they had.

Building meaningful rapport.

7 different ways to frame your proposition.

# 07

## The Pitch has changed - creative and memorable pitching.

Elevator Pitches have been around for 150 years...time for a change?

New ways to talk about your product/service.

Innovate your pitch.

Receive feedback on your pitch.

Practice your pitch.

# 09

## Customer service - more than just a smile

Everyone knows when they're being upsold - time for a change?

Quick wins can lead to long term losses.

Emotional intelligence - personalising your approach.

# 06

## Know yourself - know your potential.

Positivity - how a positive worldview can change the sales dynamic.

Bouncing back - what happens when things go wrong?

Introvert or extrovert - what are you and which makes the better sales person?

Balancing positivity with reality.

Character, integrity and longevity in business relationships.

# 08

## Improvisation - thinking on your feet.

Thinking creatively in the moment.

Moving with the unexpected, the unorthodox and embracing opportunity.

Turning negatives into positives.

Learning tools that can be deployed in different sales scenarios.

Win-win - what does it mean and how do we do it?

- Negotiation - changing the balance.

*A very experienced instructor and a small group makes learning easy*

*- Snimith,  
Abu Dhabi Airport*





## What will take away from this course?

A changed perspective, a new enthusiasm for sales, as many new techniques as you can wish to handle, along with course hand-outs, digital assets and a bunch of new friends and contacts. This course, if implemented, will change how you approach sales from now on.

## Who should attend?

This programme is designed for all those who have an influence over the sales function.

The course will have a maximum of 20 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.

## Training methods

By all means, bring your notebook, and yes, there may be a few hand-outs, bit there will be a lot more discourse, debate, improvisation, use of role play, technology, practice and group dynamics. The training will be conducted in a friendly, fun atmosphere, which not only allows for different learning styles, but respects each delegate as an individual and ensures each one is challenged and derives maximum benefit from the course. Our aim is that you will be highly stimulated and encouraged to rethink.

# COURSE REGISTRATION FORM

## Professional Selling Skills



Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 01 CHOOSE YOUR PACKAGE

1 Delegate 5800 AED

2 Delegates 5510 AED per person (5% discount)

3 Delegates 5220 AED per person (10% discount)

4 Delegates 4640 per person (15% discount)

**Note:** Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments at the Movenpick Hotel.

### 02 ATTENDEE DETAILS - Please complete in block capitals

No:	Full Name	Job Title	Tel (inc. country code)	Email
01	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
02	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
03	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
04	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
05	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### 03 COMPANY DETAILS - Please complete in block capitals

Organisation name:  Industry:   
Address:  Postcode:   
Country:  Tel:  Fax:  Email:

Authorising Signature\* (Mandatory):

Authorising Signature\* Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing:   
Tel:  Fax:  Email:

### 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.  
Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

or please fax this form to + 971 4 457 3999 or email to info@ismdubai.com  
to receive your confirmation and delegate pack.

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