

## Fox of Sales in a Royal Risky Business Kingdom

### Introduction

This training program is designed of five modules, specially tailored, for sales team, who work face to face or via-telephone, with an elite level of customers.

It is as follows:

- **Module One and Module Two**, are to be delivered, as a polished and lining status, to create professionalism from **IN to OUT** and
- **Module Three**, with its three phases, is to train and provide participants with the tools of professional sales team
- **Module Four and Module Five**, are more advanced modules, where to provide participants, with not only the “**Tools**”, but also with the “**Know How**” as to create a uniformity of team professional distinguished performance in the business market

### Module One

#### Business Etiquette in Brief Passage to Professionalism

- Business Etiquette starts from **IN to OUT**
- Business Etiquette global rules are a passage to professionalism
- Business Etiquette is a concept and attitude not only a behavior
- Business Etiquette Professional attire
- Body language and how to build a positive first impression
- Actions that set you off apart the professional stage
- Tips and bits for **Ms/Mr. Manners** in the Business Market

### Module Two

#### Business Etiquette & Art of Business Conversation

- Dos and taboos of business conversation
- **4 Ps** to speak in professional confidence
- Types of professional talk in the business market
- Your talk, reflects if you are assertive, submissive or aggressive
- Tips and bits for professional business conversation
- How to change the subject tactfully, if your receiver is side tracked
- Criticism is a constructive professional tool, if received professionally
- **DISC** behavioral types of customers or clients, and how to deal with
- Telephone etiquette and how to be phonogenic on phone-send/receive
- Kings' and Queens' business royal talk
- Business Etiquette passage to Professional Business Presentation

## **Module Three**

### **Fox of Sales in a Risky Kingdom**

#### **Phase One: Fundamentals of Sales**

##### **Fundamentals of Sales- Basic Sales Cycle and Basic Skills**

- Basic sales cycle and basic skills
- Sales and first impression
- Professional attire for men and women to build a positive first impression
- Four rules to build a positive first impression
- Seven easy ways to sabotage this positive first impression
- Concept of sales cycle
- Seven step basic sales cycle
- Better phone skills

#### **Phase Two: Different Sales Strategies & Techniques**

- The sales profession and psychology of prospects
- Closing
- Sales presentation skills
- Sales planning

##### **Different Sales Strategies and Techniques**

- The most effective closing techniques
- Professional sales presentation- Interviewing skills
- The art of business conversation
- How to speak in confidence to get the job done
- Elements to functions the 4Ps to speak professionally
- Ten aids to be an active listener
- Sales activities planning and organization skills

#### **Phase Three: Supervisory Sales Skills**

- Team management skills
- Managing team meetings
- Leadership and motivation
- Basic supervisory skills
- Team management
- Handling team meetings
- How to motivate your team
- Leadership skills

## **Module Four**

### **Business Etiquette of Professional Business Communication**

- **SPRITE** major tools and elements of professional business communication
- Barriers of communication
- Verbal and non-verbal communication
- Difference between communication, interaction and dealing
- Major eight basic skills to communication professionally
- Communication Vs Information (perceptual/factual-interpersonal/impersonal-patterned/specific)
- **SIER** hierarchy active listening
- Common faux pas which sabotage business professional communication

## **Module Five**

### **Business Etiquette of Professional Presentation Skills**

- Before, during and after professional presentation
- **INFO** is a major tool for a professional presentation
- **KISS** is a major “ Know How” for a professional presentation
- **T-SHIRT** style is a passage to a professional presentation
- A presenter is the presentation itself
- Words, actions and body language what counts in a professional presentation, not intentions
- Sticky situations and how to handle tactfully during business presentation

### **Duration of the Training**

- Fourteen training days from 9:00 a.m. till 5p.m.
- Total training hours are 112 hours

### **Target Audience**

- Sales team-juniors and seniors
- Training group is not to exceed fifteen participants

### **Methodology of the Training**

- ◆ Group exercise
- ◆ Group discussion
- ◆ Group exercises
- ◆ Role play
- ◆ Case study
- ◆ Brain storming sessions
- ◆ Video tapes

### **Training Needs**

- Training room in a U-Shape form for a group not to exceed fifteen participants
- Two flip charts with their markers
- Data show with its white screen
- Video (VCR)
- Two coffee breaks as per number of participants
- One lunch break as per number of participants