

CLINCHING DEALS WITH POWER SALES PRESENTATIONS



This course focuses on preparing the sales people and marketers to present for groups of various sizes. It is specifically designed to empower the participants to better clinch deals and enhance sales productivity. Incorporating various Neuro-Linguistic Programming (NLP) techniques, this dynamic and interactive course therefore highlights the importance of effective sales presentation while the participants will definitely find this course a refreshing and fulfilling experience.

Course Contents

- Your Mind-Set during Sales Presentations
- How to Prepare Your Sales Presentation Effectively to Clinch Deals?
- Enhancing Your Confidence, Esteem and Values in Sales
- Sales Presentation Strategies
- Identifying Prospects and their Internal Process Systems
- Using Communication and Presentation Patterns for ease in selling
- Presenting, Relating and Influencing your Customers-Audience
- Using Presentation Patterns and Getting Sales
- Subliminal Sales Presentation for Added Impact
- Utilizing Words, Voice Impact and Body Language in Sales Presentation
- Understanding Sales Presentation and Deals Clinching Mechanics
- Working your Contents and Structure to Sell for Clinching Deals
- Structuring and Organizing your Sales Presentation
- Effective Sales Presentation Dynamics
- Quick Thinking on your Feet to Better Get Deals
- How to Impress and Influence your Customers?
- Your Unique Style of Sales Presentations
- Winning the Trust and Confidence of Others through Presentations
- Dealing with Conflict and Difficult Customer-Audience
- Handling Objections and Turning Them into Sales Opportunities
- Questioning and Listening Techniques in Sales Presentation
- Setting Professional Priorities and Empowering Values in Selling

Methodology

The Trainer employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness. Role play sessions will be conducted in realistic sales scenarios and other experiential activities for maximized effectiveness in learning. It also include interactive tools to “probe the comfort zone”; and also group discussions and feedback to maximize the participants’ learning abilities.

Trainer’s Profile – Mr. Wekie Tay BA, DTM NLP Trainer (USA), NLP Master Prac, Design Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.), American Management Association Certified Trainer

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie’s various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, work-life balance, motivation and life passion, confidence building, belief empowerment and more.

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Date: 7 & 8 September 2009, 9am – 5pm
Venue: NUSS Guild House, Suntec

Fee: S\$634 for D&B Subscriber S\$714 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 7 August to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

D&B subscription units (Account no: _____)
 * Cheque. *Please made payable to: **Dun & Bradstreet (Singapore) Pte Ltd***
 * VISA Mastercard Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances