

# Innovative Marketing & Sales Strategies

## by Wekie Tay



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### INTRODUCTION

Developing innovative marketing and selling strategies will give your company much more profitability and higher productivity because you can communicate clearly with the public and convince well, selling the respective products and services. As such, the utilization of the Neuro-Linguistic Programming (NLP) technology also becomes a powerful advantage for effective marketing and selling as well as professional satisfaction.

### LEARNING OBJECTIVES

On completing this program, participants will:

- Create creative and innovative strategies and techniques that work
- Analyze the thinking, behavior and language patterns of the customers
- Understand the Sales Communication Process and communicate to sell effectively
- Utilize innovative sales and marketing techniques to present and sell to hard-to-reach audience
- Appeal to the different sensory modes of prospects through customized presentation styles, tools and aids
- Systematically work out dynamic sales and marketing strategies for powerful impact and appeal
- Show understanding to stakeholders and present confidently and sell convincingly to them
- Create instant rapport with prospects for ease of selling of ideas
- Handle challenges and objections effectively, professionally and maintain respect
- Design and position the unique value propositions for impressive sales and marketing results
- Present a positive impression, dynamic and magnetic personality for effectiveness.
- Receive greater attention and control over the selling and marketing process for overall success and business goals
- Attain accelerated and increasing sales and marketing rates

The course will:

- employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness
- facilitate role play sessions in realistic sales scenarios and other experiential activities for maximized effectiveness in learning
- include interactive tools to “probe the comfort zone”
- include group discussions and feedback to maximize the participants’ learning abilities

### COURSE OUTLINE

- The Art of Innovation in Selling and Marketing and Why It is So Important
- Selling and Marketing Products in the context of Features and Benefits
- How to Organize Sales Information in Ways that Capture Attention?
- Knowing the Sales Communication Buyers and Sellers Process
- How to Stand out from Your Competitors?
- Identifying Key Convincer Points to Persuade and Market
- Using Innovative Sensory-based Presentation tools and aids
- Designing The Vital Framework of Sales and Marketing
- Creating Strategies and Techniques that are Innovative
- Professionalism and Image: How They Can Directly Help Your Sales
- Creating the Unique Selling Proposition in Your Ideas for Value Selling
- Identifying Suitable Customers and Their Internal Process Systems
- Understanding Customers and their Communication Patterns for Sales
- Planning, Preparing, Presenting and Relating to Customers
- How to Instantly Connect with Different Stakeholders such as management, user owners, funding bodies, end users and others
- Power Attention Getters that Give You the Great Sales and Marketing Advantage
- Ways to Make Your Customers Go After Your Services or Products
- Sales Language Patterns: Secrets to Instantly Sell Faster and Market More
- Subliminal Selling: Why It Truly Makes The HUGH Difference in Selling and Marketing Your Idea
- Dealing with Conflict to Build Even Greater Sales Credibility
- Handling Objections and How To Smartly Turn Them into Sales Opportunities
- Rapport Building for Enhanced Sales and Marketing Results
- Accelerate, Increase and Magnify Your Sales and Marketing Success Rates

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**ABOUT THE TRAINER – 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, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

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**Date:** 3<sup>rd</sup> & 4<sup>th</sup> May 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$670 for D&B Subscriber [ ] S\$750 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 3<sup>rd</sup> April 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: \_\_\_\_\_)

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**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 14 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.