

# The Art of The Salesperson

## By Wekie Tay



Decide with Confidence

### INTRODUCTION

The ability to sell effectively has been a much sought-after and essential skill in modern working and commercial world. This is especially so in the context of companies that intensively utilizes their salespeople in reaching out to prospective customers.

People-to-people interaction is thus a vital factor to fulfil the company's objectives; however, difficulties may occur during communication and the sales process. Developing selling skills will give the company's staff much more confidence and higher productivity because they can communicate clearly and convince well, selling the respective products and services. As such, the utilization of the Neuro-Linguistic Programming (NLP) technology becomes a powerful advantage for effective selling as well as professional satisfaction.

### LEARNING OBJECTIVES

On completing this program, participants will:

- Be more self-driven and enthusiastic in the midst of changing time as a professional salesperson
- Understand the buyers and sellers process to improve their sales
- Utilize various Neuro-Linguistic Programming Techniques for selling
- Speak convincingly to customers through listening actively
- Deal smartly with questions and turning into potential sales
- Create instant rapport with prospects for ease of selling
- Handle objections effectively and professionally, maintaining respect
- Be convincing and make rational sales decisions in the face of pressure
- Have greater control over the selling process and overall success
- Attain improved productivity through sales

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

- Be Self-Driven and Take Initiative as a Professional Salesperson
- Staying Motivated and Enthusiastic in Changing Times
- Selling in the Context of Features and Benefits
- Knowing the Buyers and Sellers Process
- Neuro-Linguistic Programming and Selling
- Sensory Systems and Sensory Acuity Development
- Understanding Communication Patterns for ease in selling
- Presenting and Relating to Customers
- Sales Language Patterns
- Handling Objections and Questions during Sales
- Active Listening Techniques
- Rapport Building with Customers for Enhanced Sales Results
- Gain Greater Productivity Through The Art of The Salesperson

### 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:** 29<sup>th</sup> March 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$410 for D&B Subscriber [ ] S\$490 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payment
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 29<sup>th</sup> February 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 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.