



Advanced Selling Skills

Be Equipped with Proven
Sales Techniques & Methodologies

 April 08, 2021

 10:00 am - 03:00 pm (UAE)



Workshop Overview:

Selling is the process of helping someone see the value in a product or service they might otherwise not have seen. In this competitive world where potential clients and customers have various choices to choose from, there are certain steps which if executed in a methodical process will attract the prospects rightly, qualify, convert and retain them as customers and dramatically increase your potential for success.



Course Director:

Tamer Ahmed Hany

- Certified Trainer by CIPD-UK and Disney Institute
- 16+ years of experience in corporate management
- Fluent in English & Arabic
- Trainer for over 20 courses

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About SIMFOTIX

SIMFOTIX is a trusted name in the executive education industry that offers cutting-edge corporate training programs. SIMFOTIX focuses on creating value for both learners and businesses through its varied program offerings. We, at Simfotix, hold unique expertise in developing our programs based on the design-learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, SIMFOTIX training programs are attended by over 5000 participants from over 1000 organizations operating MENAT region. Our clients regard their training experience with us inspiring and transformative.

On the e-learning front as well, SIMFOTIX offers courses that result in serious learning but in fun way, we adopt efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought-leaders and top industry practitioners.

We also provide bespoke training solutions that are tailored and delivered in a way that it surpasses your expectations.

01	02	03	04
			
SOFT SKILLS COURSES	IT RELATED COURSES	BANKING & FINANCE	GAMIFICATION COURSES



Course Objectives

- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Apply the different steps of the sales process and identify the need for each step
- Analyze and apply the principles of successful negotiations and handling objections
- Recognize the basics of customer relationships management and influencing outcomes
- Explain customer satisfaction, retention and loyalty and measure them in a meaningful and systematic way
- Create 'customer value propositions' that work
- Develop effective loyalty schemes: know what to avoid and how to improve them
- Customer Loyalty and ladder of loyalty
- Relationship cycle
- Developing the relationship
- Customer centricity
- Learn about the buyer's mindset in your industry
- Learn how to gain confidence in setting appointments
- Learn specific communication skills that differentiate top performers from average ones
- Learn listening skills that will open up a whole new world
- Learn why and when buyers actually make decisions to buy
- Learn what goes on the minds of today's buyers
- Learn the beliefs, skills and behaviours that create a top performer
- Learn how to stop objections before they occur



Course Outline

01 The changing business environment

- Marketing
- Consultative
- Strategic
- Partnering
- Social
- The new sales competencies
- Behaviors, characteristics and skills of a successful salesperson
- Assessing performance according to specific sales indicators
- The root causes of sales problems
- Personal selling profile

02 Preparation and self-organization

- Personal management
 - Self-mastery
 - Personal planning
 - Self-talk
 - Personal image



Course Outline

- Time management for sales people
- Understanding the psychology of selling
- Developing strategies for sales success

03 The sales process

- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections
- Closing
- Follow up and maintenance
- Product selling versus service selling
- A glimpse into different selling models

04 Business negotiations skills

- Principles of successful negotiations
 - Communication
 - Planning
 - Trading concessions



Course Outline

- The six elements of successful sales negotiations
- The power of questioning and probing
- Establishing ranges and understanding the limits

05 Managing the customer relationship

- Basics of building customer relationships
- 5 rules for successful relationships
- The essence of attitude in relationship building
- The art of sales communications
- Influencing sales outcomes

06 Managing Customer Expectations

- What to say and what not to say
- Calming upset customers
- Comments you should avoid
- Managing customer expectations
- Flying over customer expectations

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About the Trainer



Tamer Ahmed Hany

- Certified Trainer by CIPD-UK and Disney Institute
- 16+ years of experience in corporate management
- Fluent in English & Arabic
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Tamer is a certified trainer by CPD-UK, he has more than 16 years of experience in corporate management. Tamer has started his career in UAE in 2004 with Al Husam Group as a Marketing and Communications Specialist and has used his skills and expertise to move up the corporate ladder in the automotive industry, being part of renowned brands such as Al Futtaim Honda, Mazda and Toyota.

Setting sail to different areas of expertise, Tamer has brought his long-standing experience into the financial sector where he performed as Corporate Relationship Manager in National Bonds Corporation. His main responsibilities included managing a team of relationship officers, providing professional advice, guidance, training and motivation to enhance their potential and capabilities to hold higher responsibilities and conduct their performance reviews.

Based on this new acquired knowledge, Tamer has decided to follow a life-long passion by kickstarting a personal and professional journey offering public and corporate business training to Corporation and government institutions.

Training & Facilitations

- Lead Instructor at The Emirates Academy of Hospitality Management
- Lead Instructor at Abu Dhabi global Market Academy
- Corporate Trainer at Amity University
- Regional Corporate Trainer at Institute of Knowledge and Leadership
- Regional Trainer at Alliance Human Performance Development
- Corporate Trainer at Atton Institute
- Associate with CCM Consultancy
- Regional Corporate Trainer at Kaplan ME
- Freelance Trainer with Dubai Tourism College
- Regional Trainer for GP Strategies Corporation
- Associate with Solidus Management Consulting
- Associate with Orion Training & Development
- Trainer at Expo2020
- Associate with Bureau Veritas

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Testimonials:

Excellent training conducted by SIMFOTIX Professional Development. The whole day was full of fun and learning in Advanced MS Excel.

Department of Economic Development, Dubai

SIMFOTIX trainer bears a persuasive approach in training. The company is professional in the arrangements of training till the end to make it a memorable experience. The in-house session and the follow-up is excellent Approach.

The Executive Council of Dubai

My team was positive and happy with the deliverables of MS Excel training, and they think the session increased their knowledge and efficiency.

Ministry of Human Resources & Emiratization

SIMFOTIX in-house training on MS Excel was well organized and our team learned a lot of new things. We consider this as value and meeting our objectives.

HR Team, Emirates Islamic Bank

Registration Details:

Regular Fee: USD 310 Per Participant (Exclusive of VAT)

Team Offer: Pay for 2 and register 3rd for free

Includes: Courseware, and SIMFOTIX Certificate

For registration (s) send us your **Name, Designation, Organization**, and **Mobile Number** to register@simfotix.com

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