

Be A Sales Champion

23, 24, 28 & 29 September 2021, 1:00pm - 5:00pm
Via Microsoft Teams (4 half-day online sessions)



PROGRAMME OVERVIEW

This programme is specially designed for UCSI Personnel who have already exhausted knowing existing markets and need new market segments to uplift business successes.



During the training, the participants will learn how to:

- To empower sales force with "Sales Champion" methodology and surf beyond existing market segments today
- To enhance business success with "Sales Champion" business development model for a long term sustainable business growth

Module 1: Pre-Selling Preparation

Module 2: Value Co-Creation

Module 3: Securing Sales & Beyond

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PRE-SELLING
PREPARATION

- Explore Customer's Buying Steps
- Understand Buying Motivation
- Value Co-Creation as a selling technique

VALUE CO-CREATION

- Establish lasting connection
- Understand Your Customer Buying Objectives
- Sell Value Not Features
- Develop Pitching Scripts

SECURING SALES &
BEYOND

- Managing Objections – the principles and methodology
- Effective Closing
- Post Sale Engagement – develop long term Fans



MEET YOUR EXPERT TRAINER

KENTH

Kenth has over 20 years of professional experience in people management, branding, marketing, trade marketing, sales, training and organisational development across fast-moving consumer goods(FMCG), financial, building materials industries, media and advertising. He is also an affiliate consultant of UCSI Consulting Group.

Kenth has trained over 5,000 executives in organisational, sales and marketing effectiveness.

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To register, please fill in the training requisition form and send to pauline@ucsigroup.com.my.

For more information, please call Pauline at 03 9101 8880 ext 2417.