

Certificate in Professional Selling Skills

- Do you understand how rapidly changing consumer behaviour in the technology era impacts your sales success?
- Have you explored the power of Big Data to transform your selling process and identify opportunities more effectively?
- Are you ready to master professional selling skills that combine human connection with the latest digital tools?

Introduction

Sales is no longer about pushing products; it is about understanding customers deeply, adapting to their changing behaviours, and using the right tools to create lasting value. In today's technology-driven environment, consumer expectations shift rapidly, and sales teams that fail to adapt risk falling behind. This program is designed for staff at all levels who want to sharpen their selling skills while embracing the opportunities of the digital era. Participants will not only learn the fundamentals of professional selling—such as building trust, identifying needs, and closing deals—but also how to integrate Big Data and technology into every stage of the sales cycle. By mastering these approaches, your sales team will be equipped to generate sustainable revenue, capture market opportunities, and position the organisation for growth in any industry.

Program Objectives

This program aims to:

- Develop state of the art professional selling skills
- Appreciate the role of professional selling within the marketing management paradigm
- Understand the power of strategic cross-selling
- Apply effective selling professional strategies in the new economy and be ready for the AFTA.
- Enhance the practice of professionalism in selling

Learning Outcomes

After completing this program, participants should be able to:

- Understand the process involved in professional selling
- Use technology to improve sales force effectiveness
- Demonstrate and understand the role of the salesforce

Who should attend?

First-line management, middle management and anyone who needs to deal and manage with people in the organisation.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Professional Selling Skills</p> <p>In the 21st century, professional sales personnel must acquire the foundations of professional selling to perform well. This module covers, crucial topics such as preparation for selling, engaging in the sales cycle, overcoming objections and tactics for closing the sales.</p>
10.30am-11.00am	<p>Morning Break</p>
11.00am-1.00pm	<p>The Heart of Professional Selling</p> <p>In this module, the participants would learn the concept of salesmanship, attributes of a salesman, preparation for a successful business relationship, making effective sales call, dealing and handling objectives, making and closing deal, 10 commandments for professional selling, effective customer follow up. In addition, the participants would learn how to find new customers, repositioning selling, teleselling and telemarketing and the cross-selling.</p>
1.00pm-2.00pm	<p>Lunch</p>
2.00pm-3.30pm	<p>Marketing Tools and Sales Cycle</p> <p>In this module, participants would undergo a marketing quiz to understand the difference between selling and marketing. In this module, the participants would learn the application and usage of various marketing tools and marketing collaterals in the different sales cycle.</p>
3.30pm-4.00pm	<p>Tea Break</p>

4.00pm-5.00pm	Influencing and Negotiation Skills Negotiation skills and techniques, the objective of negotiations, identifying the sources of power, discovering your opponents, parameter of opportunity, listening skills, and controlling the negotiation process and negotiation for organisational success.
Time	Day Two
9.00am- 10.30am	Effective Presentation & Demonstration Skills Effective presentation means building meaningful two-way communication between customer and salesperson. It covers a variety of sales presentation tools, e.g.: need solution selling and ways to overcome anxiety. Multi-tasking skills are addressed, as well as utilisation of the latest technology in aiding effective sales demonstration that delivers.
10.30am-11.00am	Morning Break
11.00am-1.00pm	People Prefer to Buy from Friends In this module, the participants would learn the fundamental of relationship marketing. The participants would learn the apply influencer marketing, affiliate marketing, referral marketing, partner marketing and employee advocacy in this module. In addition, the participants would learn the rational and emotional motivator, a customer buying criteria, changing competitor, strengths and weaknesses, changing clients buying criteria.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Behavioural Economics and Professional Selling Skills. Negotiation refers to the willingness to consider the offers, benefits, and an obligation of the parties involved, and is fast becoming critical in organisational buying due to intense competition. In this module, participants would learn to master the power negotiation. The participants would understand buyer behaviour, develop listening skills, and control negotiation bargaining processes.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Big Data Analytics and Marketing Strategy In this module, the participant would learn the fundamental of big data analytics and the application of Hadoop as the tools to manage big data. The participants would understand the role and the principle of big data that includes the 6V principle - volume, variety, velocity, veracity, variability and the volume.

