

Selling with Heart and Soul: Understanding Body Language

Having challenges in a chaotic marketing environment?

Do you have challenges to handle your customers?

Want to learn how to create effective marketing tools?

Want to learn how to create a sustainable marketing plan to serve the customers?

Introduction

Sales profession is very interesting yet difficult. To be a successful salesperson, a lot of efforts, skills, emotional elements, and a certain level of commitment are required. The task of selling becomes more challenging while dealing with human feelings and emotions. A success of a salesperson is highly dependent on its sensitivity while dealing with its clients and customers. Ability to read body language accurately can bring benchmarking turns and give amazing control during the sales process. The work of people in sales is to communicate and deal with people. To be successful, salespeople must understand their customers' needs and demands. By understanding the body language of their clients, a salesperson would be able to identify the needs of their clients effectively. For instance, this training shows sales personnel how to identify when a customer shows interest, boredom or indifference in a sales presentation. Knowledge of body language skills will help salesperson communicate better and sharpen their negotiation skills. On top of that, the salesperson can fully utilise this knowledge to influence their customers in the sales process. The newly acquired skills in psychology and nonverbal communication will give any sales person the edge over those who do not have such skills.

Program Objectives

This program aims to:

- Enable participants to understand the new marketing paradigm.
- Enable participants to understand the relationship between the sale cycle and nonverbal communication
- Apply nonverbal communication on sales.

Learning Outcomes

After completing this program, participants should be able to:

- Apply nonverbal communication in the sales cycle.
- Conduct the sales presentation confidently
- Handle rejections and objection professionally
- Identify deception in business

Who should attend?

Non-managerial, First-line management, middle management, and anyone who wants to sell with heart and soul

Methodology

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

Program Outline

Time	Day One
9.00am – 10.30am	Learn from the old philosophy: Challenge of Marketer in New Paradigm This module shares with participants the principle of sales and marketing. Evolution of sales and marketing has enabled marketing strategies changed and focus on the new perspectives. The 12C principle of marketing is to share in this module to alert participants that a new wave of marketing is needed in designing their marketing strategy.
10.30am-11.00am	Break and Networking
11.00am-12.00pm	The Hearts connects – the first meeting This module exposes to participants the secret on how to handle the first meeting with the clients. Both verbal and nonverbal skills play an important role during the first meeting. Participants would learn the key principle to serve their clients with the heart during the first meeting.
12.00pm-1.00pm	Application of nonverbal communication in the sales presentation Conducting a sales presentation professionally wins half of the sales process. Participants learn the nonverbal elements during the sales presentation. Also, the key principle of doing a sales presentation would be shared in this module.
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	Handling rejection without fear.

	It is not easy to handle rejection. Participants will learn secret how to handle sales rejection professionally. Also, sales strategies are shared on how to handle sales presentation according to the different business scenario.
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	Follow up with customers with heart. Following with clients after sales presentation is important. In this module, the candidate would be trained in various strategies on how to follow with their clients. Participants learn common mistakes that most sales and marketers encounter during conducting sales follow up the process.

Time	Day Two
9.00am – 10.30am	Lame Way of Closing Sales Candidates would learn the myth of closing sales techniques and the challenges they might encounter when applying the traditional ways of closing sales.
10.30am-11.00am	Break and Networking
11.00am-12.00pm	Close sales techniques with heart and soul Candidates learn various strategies to close sales. Both cognitive, attitude and sales counselling methods are applied as effective close sales techniques.
12.00pm-1.00pm	Developing marketing tools that reach the heart and soul of customers Preparing an effective and powerful marketing tool helps to reach out to the heart is very important. The principle of neuromarketing is shared with participants. Also, various marketing channels are shared in this module.
1.00pm-2.00pm	Lunch Break and Networking
	Understand the Concept of Deception to reach the heart of

2.00pm-3.30pm	customers. Marketers need to learn the skills of lie detection. To enjoy a cheaper price, customers would lie to the marketers.
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	Serving with Heart and Soul Attitudes determine the success of marketers. Participants would be shared the role of sales and marketer and the way how they serve the market and community.