

Selling When No One is Buying

- Have your sales dropped dramatically in the post-pandemic economic downturn?
- Are you struggling to find creative and innovative ways to boost sales when buyers are holding back?
- Would you like to uncover proven strategies to sell effectively even during low purchasing seasons?

Introduction

The post-pandemic economy has forced many businesses into survival mode. With consumers and corporations cutting back on spending, sales figures have dropped, opportunities seem scarce, and even seasoned sales professionals are questioning their ability to perform. Too often, the economy becomes the excuse for declining results, leaving sales teams demotivated and stagnant. But the truth is, tough times also create opportunities for those who know how to adapt. This program reveals practical strategies and creative approaches to selling when no one appears to be buying. Participants will learn how to reframe challenges, uncover hidden opportunities, and use innovative techniques to keep pipelines moving. By mastering these skills, you will be able to not only sustain sales through downturns but also position yourself and your organisation for stronger growth when the market rebounds.

Program Objectives

This program aims to:

- Provide skills and knowledge to prepare salesperson during the economic downturn
- Train participants to use sales tools to capture customers during a turbulent market environment.

Learning Outcomes

After completing this program, the participant should be able to:

- Plan for sales strategy during low
- Grow prospects and clients
- Conduct sales in tough economic times

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend?

Marketing personnel, Financial personnel, Senior Management, and anyone who would like to apply behavioural biases into the business strategy.

Program Outline

| Day One | |
|------------------|---|
| Time | Topics |
| 9:00am – 10:30am | <p>Ready to Sell during Tough Economic Times</p> <p>This workshop introduces participants to the new buying environment and how to break into a new buying environment. Before venture to the next module, participants would learn how to improve their attitude when selling in the new business environment.</p> |
| 10:30am– 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | <p>Revisit and Re-evaluate Yourselves</p> <p>The participants would learn how to relook the personal business plan. Participants are reminded to change and agile in the marketing process. At the same time, the participant would re-evaluate their skills because we cannot use the classical method to sell during low tough economic times.</p> |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | <p>Setting the SMART Target</p> <p>The participants are reminded to return to the fount, sour higher, and keep the basics in play in this module. In addition, this module also gives a reminder to participants that the rule has changed, and the way of selling must be changed.</p> |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | <p>New skills for New Environment</p> <p>The participants learn how to use intelligence during the sales process and how to use time wisely to get over the peaks and through the valleys.</p> |

| Day Two | |
|-------------------|--|
| Time | Topics |
| 9:00am – 10:30am | <p>Listen to Your Customers with Heart and Soul</p> <p>In this module, participants would learn how to find out what the customers are saying, network with them, the role of different people in the sales process, such as managers, independent reps, and managers.</p> |
| 10:30am – 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | <p>Go after Elephant</p> <p>In this module, the participants would learn how to conduct prospecting. Consumer behaviour changed through different marketing channels. Hence, participants will be equipped with new tools and a new approach to sell when customers reduce their expenditure.</p> |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | <p>Marketing Channel that Works!</p> <p>In this module, the participants would learn how to sell in different channels, not limiting social media, methodology to engage with participants to convert engagement to sales in this module.</p> |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | <p>Continuous Learning and Adaptation</p> <p>In the last module, the participants are reminded to adapt to the new sales model. The participants are reminded nothing is forever, and participants must continue to update themselves and change their strategy while conducting the sales process.</p> |

