# QUEST LEARNING

# Certificate in Sales

### Learn to Sell Better to Recover Lost Sales!

In the last two and half years everyone is affected financially – be it businesses or individuals and for some, a huge impact. As a salesperson, this makes their job more challenging as they need to recover lost sales for the organization that they work for. While salespeople need to work harder; it will be much better if they work smarter to improve sales results. This means they have to be more productive and increase their sales conversion results. Sales people may be under pressure to deliver, meet their monthly sales targets and the one thing, the organization need to do is to provide them with quality training.

But what if we tell you that there are ways to increase your sales that most companies has not really explored. Times has changed; sale strategies and methods must also change.

With the right skills, knowledge & strategies, your salespeople definitely can! They need to LEARN HOW TO SELL **BETTER!** They need to be **MORE POWERFUL IN SELLING** and not just work harder. You need to **RECOVER LOST** TIME and LOST SALES! You might REMAIN STUCK if you choose NOT to SHARPEN your sales skills & knowledge to **THRIVE** on the present situation!

# Learning Outcomes

- Understanding the Sales Mountain Process, to improve sales by 200% through proper qualification.
- Improving sales ratio and sales funnel and identifying Ideal Customers Profile.
- The ability to build trust and engagement, to create instant rapport with potential customers.
- Application of the PBA Formula, to get people to want to see you.
- Know how to get pass the door keeper.
- Ability to create need and get people to buy by the power of asking the right question.
- The ability to deliver powerful presentation by converting features into benefits.
- Turn objections into sales.

### **Duration of Program: 21 hours (4 Half-Day Online Session; 1-Day Face-to-Face Session)**

### **Program Outline**

The Sales Mountain Process

**Build Trust & Engage To Create Instant Rapport** With Potential Customers

**Creating The** Need - The **Power Of Asking The RIGHT** Question

<sup>x</sup> Understand why people

really buy - no, it's not

¤ How to unfold your

prospect's buying

service

because they can't live

without your product or

resistance - you must do

this if you want increase

Powerful **Presentation -**Converting **Features Into** Benefits

How to Love **Objections**, **Conquer It And** Then Close The Sales

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- <sup>x</sup> Why people don't buy and how to make them buy?
- ¤ Who should you sell to and who you shouldn't
- ¤ 6 steps to get people want to buy from you
- ¤ Step-by-step guide to improve your sales ratio and the sales funnel
- ¤ Setting up your ideal customers profile
- ¤ How to improve your sales by 200% through proper qualification
- ¤ 6 Ways to connect with your potential customers anytime anywhere
- ¤ Simple things you can do to improve your likeability immediately
- ¤ The PBA Formula How to get people to want to see you
- ¤ 4 strategies to help you get pass the door keeper
- ¤ The 3 essential qualities of all great salespeople before prospecting - develop these to be a winner

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- - sales and improve your closing rate ¤ Uncover Your Prospect Deepest Buying Emotion -Listen and they will tell you
    - <sup>x</sup> Verify your prospect TRUE needs through proper questioning
- ¤ How to start with a great opening presentation - miss this and you'll kill your chances of success
- <sup>x</sup> Why you absolutely must not sell on PRICE & FEATURES - and what to sell on, instead (you may be surprised!)
- <sup>x</sup> Establish authority and positioning - why you need Mega-Credibility, the evidence of support to overcome customer skepticism and make the sale
- <sup>x</sup> Step-by-step from presenting your idea to offer. Learn this and your results will be never the same again

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- <sup>x</sup> The Price Point objections you must know - Learn this to avoid disappointment caused by price resistance
- ¤ How to confront your deepest fears about selling, rejection and objection hey, we're all scared before we make our presentations - now you'll see how silly this is
- ¤ Systematic approach on how to pick up your prospect's buying signal and l

### ¤ Lead them to closing the sale

¤ Closing the sales is not the end of selling. Asking for referrals is. Learn this skill and you'll never run out of warm market anymore, ever

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## Some of Our Clients for Sales Training







### "Powerful, Simple To Understand & Yet Practical!"

"All these experience and wisdom are critical, and I had never found anything close like this throughout my career. I still listening to the course, repeatedly until now. This is very powerful especially for those who are hungry to achieve great results in sales and marketing!" - Shirly C.

### "It Helps Me Make Great Decision Dealing With Corporate Clients!"

"I really enjoyed learning the Kungfu of selling series. It gives me cutting edge tools and strategies that I can implement right away whenever I do a sales presentation for my corporate client. The ideas and concepts behind these training help me to make better decisions on the do's and don'ts when it comes to closing sale. Totally, absolutely highly recommended!" - Terence T.



Quest Learning Sdn. Bhd. Wisma QUEST No. 36-4, Jalan Metro Pudu, Fraser Business Park, Off Jalan Yew, 55100 Kuala Lumpur, Malaysia.

For more information or to speak with our consultant, please contact us at: Www.qscasia.com
603-8933 6219 workshop@qscasia.com