



- ▶ personal selling revisited
  - the crucial skill for key account managers

The top-to-top meetings and business reviews with customers only happen a few times a year. The balance of opportunities is realised through the weekly or monthly meetings with the customers. Hence, personal selling is still equally important even for key account managers besides for sales reps to realise the opportunities available.

#### Objectives:

Upon completion of this course, participants will:

- Understand the importance of customer relationship in personal selling and how to build one.
- Able to deploy different methods to sell to customers for different situations.
- Upgrade tactical capabilities for higher chance of success.

#### Contents:

- Building Relationship
  - How to manage customers with different behaviours
  - How to win customers' confidence from the start
  - How to build long-term relationship with customers
  - Do's and don't's in managing customer relationship
- Managing Results
  - Understanding the KPI's of the customers and its personnel
  - Selling solutions and benefits
  - Closing gaps between suppliers and customers needs
- Building Tactical Skills
  - Identifying the key leverages of the company
  - Sales techniques to sell benefits in different situations
  - Diffusing customers' anger
  - How to build a selling story
  - How to handle objections
  - 10 effective methods to close a sale

#### Learning Outcome:

- Participants know how to build a long-term and strong relationship with their customers
- Participants are able to use more effective ways to sell their proposals and gain customers' agreement

Date of Commencement: To be advised

Duration: 4 evening sessions

Time: 7.00pm -9.30pm

Venue: IACT College

Fees: RM400 per participant

HRDF Training Grant: SBL

**Suitable for Key Account executives and managers who have direct responsibilities for modern trade accounts such as Guardian and Tesco.**