

**2-Day Course**  
**Sharpening your Selling & Customer Service Skills**  
**- Retaining your Customers Successfully -**

**Date:** 12 & 13 May 2016  
**Time:** 9.00 am - 5.00 pm

**Venue:** Hotel Grandis KK Sabah  
**Facilitator:** Dr. William Leon Chua

**Claimable under HRDF/ SBL Scheme**

**Introduction :**

‘**SELLING**’ is a very common business buzzword forgetting / securing customers. Selling has moved beyond ‘here’s the product, please pay up’ to a more consultative approach. Everyone claims they know how to sell, but do they? It takes more than just years of hands-on sales experience; it takes refined and proven skills and more practice..... But then again, sales without service excellence are like the beauty without brain. Sales & Service must go hand-in-hand. It is the two sides of a coin in business. Selling is an Art and Service is an extension beyond just a smiling face. It requires a demonstration of professionalism and quality that need to be reviewed and refined from time to time. Whether in confrontation with economic downturn or taking advantage of a robust economic growth-this program is just what you need for maintaining quality service excellence and an increasing sale momentum in order to perpetually grow your business) This program is also intended to sharpen your sales/ service people and provide the solid foundation that paves the way towards establishing an ever increasing sales momentum.

**How Will You Benefit :**

**At the end of this training session, participants will be able :**

- To improve the art of selling and to enhance customer service to complement the drive for more sales, thus establishing the possibility of continuously securing more and more sales.
- To revive, refresh and renew the spirit of the sales people so that they can stay on track in the enthusiastic pursuit of more sales

**Key Contents :**

**Sharpening your Selling Skills**

- Professional Image Management
- Your Attitude as a Sales Professional
- Developing Confidence in Selling
- The Golden Rules of Selling
- Leader-shift into the ‘Professional Sales Paradigm’
- Networking & Qualifying Prospects
- Time Management & Goal Setting
- Making & Securing Appointments
- Greeting Skills & Techniques
- Rapport Building
  - ❖ Reducing relationship tension & developing friendships
- Discover Needs
  - ❖ Probing with designed questions
- Sell Solutions
  - ❖ Stressing benefits & advantages
- Tackling Questions & Handling Objections
- Sell the Sale
  - ❖ Applying a myriad of closing techniques to secure the sale
- Preventing Rejection
  - ❖ Keep the sale

**Sharpening your Customer Service Skills**

- Understand How Customers are Lost & Designing Ways to Retain Them
- Selling & Serving the Different Customer Personalities
- Interpersonal & Communication Skills Can Make the Difference
- Linguistic Skills: Empower yourself to speak better
- Listening Attitude & your Listening Skills
- The VIN Principle of Serving Customers
- The 10 Dimensions of Service Quality
- How to Better S.E.R.V.E the Customers
- Telephonic Excellence
- Common Sense Techniques in Serving & Making the Customer Happy!
- Review the Winning Balance between 'Selling' & 'Serving'

**Methodology :**

Motivation, Lecture, Role Play, Group interactions, Assignments, Videos

**Who Should Attend :**

All those who are directly or indirectly involved in sales & marketing and those in the customer services

**Facilitator :**

**Mr. William Leon Chua** has a broad experience in management after having worked with several multi-national organizations in various managerial capacities such as - Group Marketing Manager, Manpower Training & Development Manager, Regional Business Development Manager, and Group HR & Training Manager. His 26 years of working experience has exposed him to a wide spectrum of disciplines.

He holds tertiary qualifications in Sales Management and Business & Management, and has been a trainer since 1983. He is also a certified trainer in the facilitation of Customer Service Excellence from the Service Centre of Switzerland. To-date he has conducted for various industries including Banks, Insurance Companies, Manufacturers, Holiday Resorts, IT Companies etc.

He is the Organizing Chairman of the 1<sup>st</sup> Malaysia Open All Styles Martial Arts Championship where in his disciples won all the events. He is a proven master, a coach, a live wire that charges the inner self even in the toughest and roughness of challenges. He has conducted training to a number of companies, some of which are: ING Insurance, Cerebros, RHB Bank, Alliance Bank, Asia Life, American Home Assurance, Amanah Saham Sarawak, Hong Leong Unit Trust, Wing Tek Holdings, Mitsui Sumitomo, Ama Assurance, Techdos, PBDS, Toyota, Honda etc.

**Registration Form :**

Yes! (I am / We are) interested in attending the **2-day Course** on **Sharpening your Selling & Customer Service Skills - Retaining your Customers Successfully** dated 12 & 13 May 2016

Participant 1: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Participant 2: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Participant 3: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Participant 4: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Participant 5: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact person: \_\_\_\_\_ De signa tion: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Payment: RM \_\_\_\_\_ Che que No.: \_\_\_\_\_

\_\_\_\_\_

Signature & Company Stamp

**ADVISION MANAGEMENT SERVICES** (001480779-M)

**Please contact Steven / Irene at:**

Tel: 03-6280 8654 Fax: 03-6280 8404

Email to: [advision\\_mal@yahoo.com](mailto:advision_mal@yahoo.com)

**OFFICE HOUR: Monday to Friday (9am to 5.30 pm )**

**Registration can be made by fax, registration online or email to [advision\\_mal@yahoo.com](mailto:advision_mal@yahoo.com).**

Payment shall be made payable to Ad Vision Management Services

The updates of our training courses are sent to you, as we think that they might be of interest and benefit to you.

Please help to forward to others who may be interested.

However, if you do not wish to receive further mailings from us, please reply to [advision.mal@gmail.com](mailto:advision.mal@gmail.com) with "**REMOVE**" in the subject line. Thank you.