

## ES-902 TECHNICAL SALES AND NEGOTIATION - LEVEL 1& 2

### Purpose

Today there are more types of sales styles and techniques than you can shake a stick at. So how do you know what works and what doesn't? It really boils down to what works for you and what works for your product. Think about your target market and their perceptions about your product type. Do they know they need it and simply have to choose from the various brands on the market? Or, do they have no idea how much the product would help them be more productive? Do they even know about your product? Will the sales call be an education for them - or you?

### Objective

1. Understanding the Sales Discipline
2. How to Position yourself as a Person of Value in the Industries
3. What are Rules of Sales Success
4. How to Overcome your Customer Objections to your advantage
5. Identifying the Industrial Sectors
6. Customer Relationship Management
7. Use a concession strategy to protect value whilst ensuring a fair exchange
8. Adopt a process based approach to sales negotiation
9. Acquire increased confidence through effective preparation and application of proven tools
10. Understand cross cultural sales negotiations
11. Manage potential conflict within a sales negotiation
12. Creating common ground
13. Moving from positions to interests
14. Develop a Best Alternative To a Negotiated Agreement (BATNA) - empowering the professional to walk away from sub-optimal agreements.

### Who Should Attend:

- Sales and Services Engineers
- Electrical & Mechanical Sales Engineers
- Motor Repair and Service Center Sales Personal.
- All Personal involved Sales and Services

**Course Fee : RM 4,500.00 (Valid until 31.03.2015 Excluding GST) / Participant**

## Content-Level 1

### Day 1

#### Session I: SALES IS DISCIPLINE

- Practicing Sales Skill
- New Techniques of Sales
- Rules of Sales Success
- Degree of Failing
- About Success
- Overcoming Objections
- Customers Behavior
- Turning Negative Sales to Positive
- Never Get Caught Selling

### Day 2.

#### Session II: IDENTIFYING CUSTOMERS

- **ADAPT**: Assessment, Discovery, Activation, Projection, Transition
- **AIDA**: Attention, Interest, Desire, Action
- **LAIR**: Listen, Acknowledge, Identify objection, Reverse it
- **LOCATE**: Listen, Observe, Combine, Ask, Talk, Empathize
- **SELL**: Show, Explain, Lead to benefits, Let them talk
- **SPIN**: Questions about Situation, Problem, Implication, Need-Payoff
- **FAB**: Features, Attributes (or Advantages), Benefits.
- Industrial Areas & Customers
- Customer Data Base.
- Gathering Customers Information
- Planning Sales Visit

## Content-Level 2

### Day 3

#### **Session III: SALES NEGOTIATION STRATEGY**

- Sales negotiation preparation strategy
  - *What are the strategic issues faced by your clients?*
  - *What is their recent purchasing history?*
  - *What economic influences are affecting your customer's industry?*
  - *What key things would this client would want from a supplier?*
  - *What likely purchasing strategies would this client pursue given the available information?*
  - *What margin authority is assigned to your individual sales resources?*
- Sales resource skills audit
- Supporting technology strategy?
  - *Developing the sales team to possess the necessary technology at their disposal to support and empower the team to negotiate effectively?*
- Knowledge management strategy
  - *Is relevant documentation available throughout the organisation? After all, how many contracts are negotiated in isolation?*
  - *Is sales/company/purchasing and other information readily available?*
  - *Do sales resources know the same information about your company that the client's purchasing team will likely know?*
  - *Does your purchasing team and the legal department interact with your sales team at a meaningful level?*

### Day 4

#### **Session IV: IMPROVING YOUR NEGOTIATING SKILLS**

- Negotiating is not merely a series of compromises
  - *Knowing a negotiating process is important...but...*
- It's your people skills that can make the difference
  - *Emotions*
  - *Goals*
  - *Judging others*
  - *Influencing others*
  - *Value to an organization*
  - *Tendencies that can be overused*
  - *Behavior under pressure*

- *Fears*
- *How to increase effectiveness*
  
- The most powerful negotiating skill is listening
  - *Selective:*
  - *Responsive:*
  - *Playback:*
  
- Develop a plan before beginning to negotiate
  - *Try to determine the negotiating style of the other party*
  - *What are our/my interests?*
  - *What are the interests of the other side?*
  - *What do I have that I can trade that is low value to me and of high value to the other side?*
  - *What is the very least that is acceptable?*
  - *What is my Best Alternative to a Negotiated Agreement? (**BATNA**)*
  
- The Top 10 Factors for Successful Negotiating
  1. *Know what you want:*
  2. *Know the other side:*
  3. *Consider the timing and method of negotiations:*
  4. *Prepare point by point:*
  5. *Offer benefits for accepting your offer:*
  6. *Frame your negotiation around one or two key points:*
  7. *Know your BATNA:*
  8. *Prepare options for mutual gain:*
  9. *Listening is the most powerful negotiation skill:*
  10. *Use the power of the draft:*

## **Trainer:**

**Dr Villalan Ramasamy** Erg. M (UBI);MBA (UBI), MCIM (UK), TPM (Ger), MMIM, ASTD (USA), AMP (USA) PSMB CPT, Ex-Competent (Aust), Ex-Competent (UK), has been involved in Motor Repair and Services sectors for more than 27 years. He has vast experiences and knowledge in installation, commissioning, maintenances and repairing of rotating machines in Power Stations, Oil and Gas, Chemical, Steel, Cement, and Pulp and Paper Industries during his days working with Multinational companies.

He has undergone training as a trainer with multinational companies on motor repair and services. Has been certified as a “Competent Person” by National Personnel Group of Australia to assess, audit, supervise and sign compliance documentation for the Repair and Overhaul of Explosion Protected Rotating Machines under the Electrotechnology Industry UTE 99 scheme.

He has been certified by AEMT and Loughborough College on “Code of Practice for Repairs to Hazardous area equipment, under the BS IEC 60079 19 and IEC 60079 19 schemes: The Repair & Overhaul for apparatus used in explosive atmospheres which are used in Oil and Gas, Chemical and paint Industries.

He is the Asia Pacific Regional Facilitator for Association of Electrical and Mechanical Trades (AEMT) of UK to coordinate training under the IEC Ex 60079 Scheme for Explosion Proof Equipment. He is also the Local Coordinator for SIRA UK to audit Electrical Workshop under IEC Ex Scheme.

**Certified Trainer by PSMB (TTT 1751)**