

RELATIONSHIP SELLING SKILLS - HOW TO SELL WITHOUT SELLING

29 & 30 January 2019

Phileo Damansara 1, Petaling Jaya

Early Bird: RM1,100 per pax*

Normal Fee: RM1,200 per pax

Group Fee: RM1,000 per pax**

* Registration by 28-Dec-18

** Minimum of 3 pax from the same company

**HRDF
Claimable**

OBJECTIVES

- Understand about sales and marketing.
- Equip themselves to be a professional sales person.
- Find reliable leads or prospects and creating an effective database.
- Understand and apply structured sales strategies and techniques.
- Mastering phone selling strategies.
- Apply the right way of follow up and close sales.
- Developing a structured approach to face-to-face selling.
- Increase communication skills, confidence & motivation.
- Mastering relationship building methods to win sales and build continuous businesses.

MODULES

1 Fundamentals of Sales and Marketing

- Understanding of marketing.
- Understanding of sales.
- Understanding of different type of selling.
- Why sales fail?
- What contributes to sales success?

2 Effective Sales Personal

- 7 tips to become professional sales person.
- 10 sales rules.
- Understanding own and others personalities.

3 Enhancing Sales and Marketing Strategies

- Practical marketing strategies.
- Powerful sales strategies.

4 Building Effective Leads

- Developing leads using traditional method.
- Turning social media leads to database.
- Creating a valid database and sales tracking system.

5 Full Cycle of Tactful Phone Selling Strategies

- Diplomatic script writing skills.
- Script application.
- Handling objections effectively.
- Applying convincing follow up technique.
- Powerful closing technique.

6 Tactful Face-to-Face Selling

- 5 steps for successful face-to-face meeting.
- Do and Don't during presentation.

7 Relationship Building

- Effective communication tools.
- Excellent customer service.
- After sales service.

8 Application and Role Play

Co-organizer:



For more information, please get in touch with:
Kavitha - 018-374 4580 / kavitha@kpkmillennium.com.my



KAVITHA LETCHMANA Trainer

Kavitha has 11 years of sales and marketing experience, spanning within developing corporate sales strategy, sales management system, as well as corporate and social media marketing strategy.

Kavitha started her humble career as Tele-sales executive in Hong Leong Assurance Berhad. As an effective sales person, she constantly hit all the sales target assigned to her and voted as Top Sales Achiever in Y 2008.

She then continued her career as Senior Sales Executive in Thomvell International Sdn Bhd, a leading training company in Kuala Lumpur. Kavitha developed effective marketing plan and sales strategies to sell corporate training programs. As a team lead, she also constantly mentor and coach her team members to achieve their true potential and meet their pre-determined KPI.

Kavitha then moved to become a Senior Consultant of The Learning MatchMaker Sdn Bhd and eventually became a General Manager. In The Learning MatchMaker, during her 6 years' service, she developed various sales and marketing strategy that propel the company to be one of the leading training match maker in Malaysia.

She is currently leading and managing her own company, KPK Millennium Consultancy. KPK Millennium Consultancy provides various type of sales & marketing services for training companies in Malaysia.

Kavitha is also passionate in sharing her sales knowledge and experience to training providers. Most of her expertise are in Relationship Selling Skills, Effective Sales & Marketing Strategy and Script Writing and Objection Handling.

To fulfill her passion in coaching, Kavitha took up coaching certification with Federation University Australia. As Certified Professional Coach, Kavitha continue to unlock the potentials of business owners, trainers, employees and individuals to achieve their desired goal.

ACADEMIC

B.Sc. (Hons) Industrial Biotechnology,
University Industry Selangor

Diploma of Management,
Australian Education and
Training Services

PROFESSIONAL CERTIFICATION

Certified Professional Coach,
Federation University Australia

Certified Trainer,
Pembangunan Sumber Manusia
Berhad (PSMB)

MEMBERSHIP

Associate Member of International,
Association of Coaching (IAC)

SALES EXPERIENCE

11 years in training, logistic, insurance
and BPO companies

TRAINING EXPERIENCE

7 years of In-House and corporate
trainings

Relationship Selling Skills - How To Sell Without Selling

Date:

29 & 30 January 2019

Venue:

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* *Registration by 28-Dec-18.*

** *Minimum of 3 pax from the same organization.*

Payment Details:

Payable To - PM Learning Sdn Bhd

Bank Name - CIMB Bank Berhad

Official Invoice will be issued upon written confirmation.

Terms and Conditions:

- Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
- Payment has to be received 7 working days prior to the event date to confirm registration.
- Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charge.

For more details, please contact:

Kavitha - 018-374 4580

kavitha@kpkmillennium.com.my

REGISTRATION FORM

**HRDF
Claimable**

Participant(s) Details:

Name : _____

Position : _____

Email : _____

Contact No. : _____

Name : _____

Position : _____

Email : _____

Contact No. : _____

Name : _____

Position : _____

Email : _____

Contact No. : _____

Invoicing Details:

Company : _____

Address : _____

Contact No. : _____

Name : _____

Position : _____

Email : _____

Authorization Details:

Name : _____

Position : _____

Signature and
Company Stamp