



**EUROPEAN INTERNATIONAL UNIVERSITY**  
**EIU-PARIS, ASIA PACIFIC REGIONAL HUB**  
CORPORATE TRAINING DIVISION  
(FORMERLY, BANGKOK SCHOOL OF MANAGEMENT, BSM)  
EMPOWERING TALENT. ENABLING EXCELLENCE.  
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## **POWER OF SELLING**

### **2-Day Corporate Training Program**

## **OVERVIEW**

Since time immemorial, organizational success has been defined and determined by an organization's unique ability to market and sell its products and services. This 2-day intensive training programme would utilize highly engaging and progressive training methodologies to accomplish the following general goals, within the context of applying principles, concepts and skills learned during training sessions: Understand the psychology of selling, Practical sales tools and techniques, Marketing and branding, Internet Marketing, Success habits of the "greats" in sales, Knowledge that will help you meet and exceed targets.



# WHAT YOU WILL ACHIEVE

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By the end of this program, participants will be able to:

- Make messages stick
- Generate more word of mouth
- Get your products, ideas, and messages to catch on
- Leverage the power of social media
- Influence others more effectively
- Create Learning Goals
- Achieve desired sales performance
- Negotiate a WIN - WIN

# WHAT YOU WILL LEARN

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## Day 1: The Sales Cycle and Finding New Clients

- Understanding the sales cycle
- Characteristics of successful salespeople
- Effective networking strategies
- Creating the right impression
- How to get referrals
- Swap meetings
- Centers of influence
- How to approach and sell to top executives

## Planning, Qualifying and the Discovery Process

- Strategic planning and setting objectives
- Qualifying buyers
- Customer based selling
- Easing tension levels
- Effective questioning techniques
- The power of listening
- Developing a winning attitude

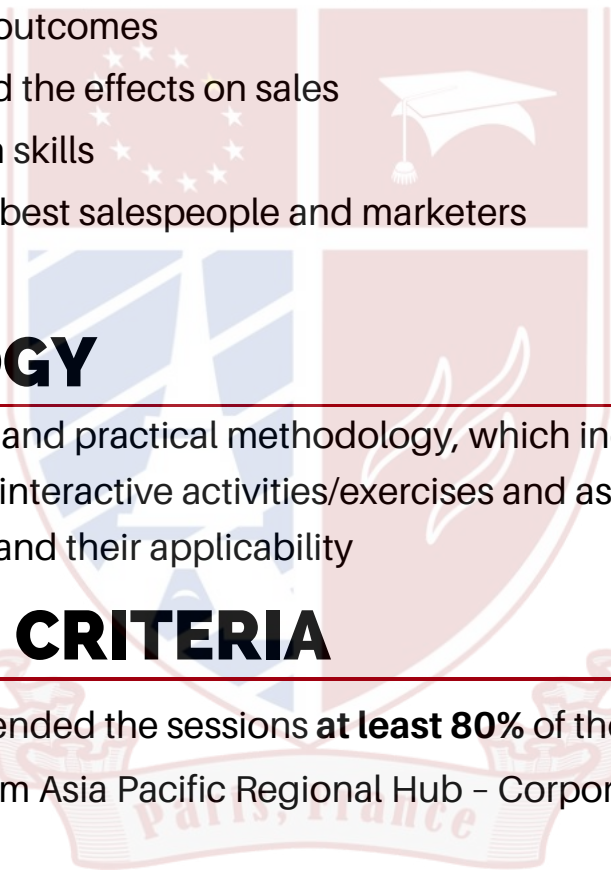
## Day 2: Module 3: The Psychological Factors of Selling

- Dealing with different personalities
- The Psychological Factors of Selling
- Closing and overcoming objections
- Developing habits of successful salespeople

## Advanced Sales Skills

- Counselor selling
- Attitudes, beliefs and outcomes
- Customer services and the effects on sales
- Advanced negotiation skills
- Secrets of the world's best salespeople and marketers
- Action planning

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## METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

## EVALUATION CRITERIA

Participants must have attended the sessions **at least 80%** of the sessions in order to receive a CERTIFICATE from Asia Pacific Regional Hub – Corporate Training Division of EIU-Paris

## SPECIAL FEATURES YOU WON'T FIND ANYWHERE ELSE ...

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training sessions from start to finish, keeping everyone involved in the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.

# FEE & PAYMENT

## USD1,099/ per person

### Fee Includes:

- 2-Day Training (Total 12 hours)
  - Time: 9.00 AM - 4.00 PM (1-Hour Lunch Break)
- Globally Recognized Professional Certificate
- Digital Training Resources
- Essential Stationery
- Tea/Coffee Breaks
- Working Lunches
- Cultural Evening Experience: Bangkok Dinner Cruise on the Chao Phraya River

**\*Note:** all other expenses are to be borne by participants.

