

# Sales, Marketing & Customer Care Mastery

The Trainings Which Help to Gain, Retain, Expand &  
Regain Your Customers



You want training that **succeeds** – you want **results** – engage  
with **LEARNOV8**



# Introduction



## Marketing, Selling and Customer Care

A positive and successful approach to marketing and sales are essential to increasing your market share and achieving business success.

Develop your own programme based on:

- your markets
- your products
- your business processes
- increasing your competitive advantage

**Program objectives which in-line with business objectives:**

- **Gain** New Customers
- **Retain** Existing Customers
- **Expand** Existing Customers
- **Regain** Lost Customers

Select content from any of the following programmes:

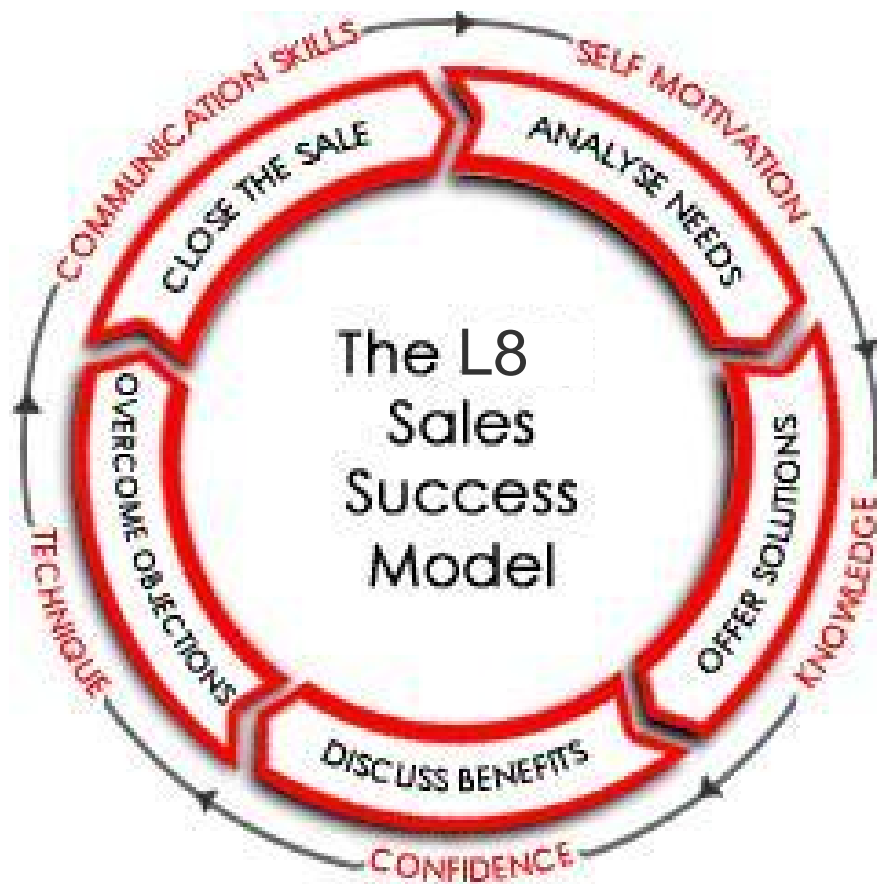
- > Best practice in Customer Care--(Regain & Retain)
- > Business to Business Marketing--(Gain & Expand)
- > Consultative Selling-- (Gain & Expand)
- > Key Account Management-- (Retain & Expand)
- > Sales Presentation Jazz-- (Gain & Expand)
- > Relationship Selling-- (Gain & Expand)
- > Starting in Sales-- (Gain, Retain & Expand)

# What Matters to you....



- your programme will meet your business objectives and performance criteria – we can promise this because we listen to what you want
- your programmes are individually tailored
- the training will be fast, fun, and interactive – people tell us we deliver results more quickly – 87% of delegates say we provide them with something new – we have 98% client retention
- your people will change their habits – if people don't change, things won't improve
- your people will prepare action plans – how they will improve their performance
- you, and your people, will benefit from our unique, individual, e-mail coaching follow up, driving action plans into the business to improve their performance
- your tutors/facilitators are experts in their chosen field and experienced practitioners – collectively there is over 200 years of experience available to you

Sales training courses designed around your EXACT REQUIREMENTS and delivered at a location and time of your choice!

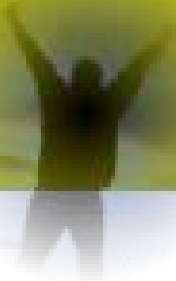





# We can help your sales & customer service staff to



- ✔ Exceed their sales targets and close more sales in less time
- ✔ Overcome the objections that they face with confidence and ease
- ✔ Manage their diary more effectively to free up more time for selling
- ✔ Understand the motivations and wants of their prospects
- ✔ Eliminate their frustrations and stress when it does not go their way
- ✔ Create a step-by-step consultative selling process that works
- ✔ Learn how to build effective relationships and rapport
- ✔ Get referrals from your customers, without hounding them
- ✔ Qualify their prospects more effectively
- ✔ Develop the right questions to use and when to use them
- ✔ Boost their self-confidence
- ✔ Eliminate all of the activities that are costing them sales, time and energy and implement a new system to make them more sales



## What type of courses does Learnov8 run and what is the process?



We run custom-made courses for your sales staff, usually in group sizes of up to 20 people.

We also run courses and 1 on 1 training for sales directors and sales managers.

All you need to do is provide us with what you want to achieve or tell us about the training requirements of the group and we will prepare a course proposal for you along with the costs.

If you make business to business, telephone or retail sales then we are the training provider for you.

***What makes us unique is that every delegate who attends one of our courses will receive unlimited amounts of email and telephone support from their course leader. That means that they can ask for some personal advice and tips whilst implementing what they have covered during the course.***



**Moving You to The Next Level**



## Best practice in customer care

*“This is the best customer service training I had ever attended. The activity & games drove the message well”*

*Ms Tan  
Sigma Kalon*

# Best practice in customer care

A 2 days programme for a maximum of 20 people

## Outcomes

- Get to know the best practices in customer care
- Manage our behaviour and its effect on others
- An increased added value approach to customers

## Indicative Content

- Initial Customer Contact - getting it right first time - every time
- Developing a Caring Attitude - the techniques to use
- Professional Customer Care Face-to-Face and on the Phone - understanding the difference
- How to Listen to What the Customer Doesn't Say
- Dealing with the Angry and Complaining Customer



## Business to business Marketing

*“I learned that selling and marketing is different and the power of marketing to bring in sales. it's pull & push strategy”*

*James Lee  
ATIS Berhad*

# Business to business Marketing

A 2 day programme for a maximum of 15 people

## Outcomes

- improve your market share Indicative

## content

- what is marketing?
- understanding the market and customer needs
- competitor analysis
- company positioning in the market
- the 4 "P's"
- managing the marketing and sales funnel
- integration with the sales force
- monitoring effectiveness

# Consultative selling

A 2 day programme for a maximum of 15 people

## Outcomes

- A selling style that adds value for your customers provides you with huge competitive advantage
- Reduce your dependency on product knowledge alone
- Creating a powerful blend of product knowledge, sales process and people behaviour to form long term business relationships

## Indicative Content

- Skills, knowledge and attitudes for modern selling professionals
- Identifying the type of sale with which you deal
- How do your clients buy, developing a hierarchy of needs
- Using features and benefits correctly and with massive effect
- Preventing sales resistance
- Understanding all the signals you get and how to use them
- Creating towards and away from motivation within the client
- Personal planning and motivation
- Video recorded rehearsals with individual feedback and coaching



*“So many people are talking about consultative selling but this training had really given me the skills, knowledge and attitude needed to do consultative selling”*

*Vivian Tan  
Honeywell*

# Key Account Management

A 2 day programme for a maximum of 15 people

## Outcomes

- Complete a successful transition into the key account manager's role.
- Construct and implement clear strategic plans to consolidate their key account relationships and gain valuable new and repeat business.
- Use the marketing mix and the key account knowledge to correctly position your solutions.
- Use effective skills to persuade and motivate the key buyers, influencers and decision- makers.
- Select the most appropriate approach to secure increased and profitable business from the key accounts
- Develop strong personal links with all the key individuals in their major accounts and turn relationships into long- term partnerships.
- Respect, reassure and motivate the key personnel charged with servicing and supporting your major accounts.

## Indicative Content

- Account Management- It's a Big Business
- Research your customers profile and position
- Relationship Management
- From Relationship to Partnership
- Teamwork to support key accounts
- Developing the business
- Planning a key account strategy



*“WOW this program really teach me to hunt and farm at the same time. That’s what I wanted”*

*William Lee  
ATIS Berhad*



*“People selling is the toughest job around but this program has changed my mindset and given me the confidence to sell & be proud of my profession”*

*ATIS Berhad*

# Relationship Selling

A 2-day course for a maximum of 15 delegates

## Outcomes

- Full understanding of the of the sales process principles
- A development of natural communication skills that will build rapport and excellent customer relationships
- A powerful blending of "product, process and people"
- Developing your personal selling style in a naturally consultative and conversational manner

## Indicative Content

- What is effective selling?
- The sales process and the buyers psychology
- Communicating when selling - how it works and how to use it
- Moving the sale to the next stage
- Features and benefits - talking the language the customer needs to hear
- Creating the difference - adding value and setting yourself apart from the competitors
- Preventing customer resistance
- Role rehearsals are video recorded throughout the programme to provide coaching and detailed feedback



## Sales Presentations

*“Sales presentation is the most crucial skills in my selling career. I had learned a simple, easy & effective way to present. Now I don't have to worry about presenting in front cause I have the system in place”*

*Azimah  
Teleflow Sdn Bhd*

# Presentation Jazz: Making your sales presentation sings

A 2-day programme for up to 15 delegates

## Outcomes

- To prepare sales presentations that create maximum impact
- Use structure that is clear, logical and interesting
- To sell ideas better in meetings with large or small groups
- To use questions and interruptions to strengthen your case
- To massively increase personal confidence when presenting

## Indicative Content

- The simple rules of structuring the Presentation
- Proper use of Visual Aids - avoiding the common pitfalls
- Presenting in a Team - the ground rules to follow
- Pre-presentation Briefing
- Video recorded rehearsals with individual feedback and coaching



# Starting in sales

A 2-day course for a maximum of 10 delegates

## Outcomes

- An understanding of essential sales process principles
- Excellent communication skills that will develop good customer relationships and improve confidence levels
- A development of your personal selling style and an individual plan to build upon your basic skill set

## Indicative Content

- What is effective selling?
- The sales process
- Behaviours in selling, using behaviours to alter perceptions
- Communicating when selling, speaking the right language that builds business and personal rapport
- Powerful use of features and benefits with maximum effect
- Personal organisation
- Moving the sale to the next stage
- Avoiding customer resistance
- Role rehearsals are video recorded to provide coaching and detailed feedback throughout the programme

# Contact Us

**Total  
Training  
Outsourcing  
Services**



## What

We are goal driven and in order to do this we need to know from you what it is your organisation seeks to do better. In order to achieve change in your group we need to know the answer to the following question.

What is it you seek from our team building workshop? For example

- Transfer of knowledge or sharing on..
- knowledge and information...
- To practice problem solving...
- To develop skills...
- To change attitudes...
- To examine a problem...
- To build team spirit to...
- Etc.

## Next Step

To discuss your training requirements and or to book contact Hilson, our training advisor by:

Call:  
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Email: [hilsonyeap@thelearnov8.com](mailto:hilsonyeap@thelearnov8.com)



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