



I.M.P.A.C.T.™ Selling

Often salespeople walked away from their prospects empty-handed because they failed to understand what their prospect's problem is, what they want, and to provide valuable solutions. The customer wants to be heard and understood. When customer's perceptions, needs and desires are neglected, they disassociate from you and see no need for your product and services. You will be viewed as a pesky SALESPERSON trying to sell them something!

There is a need to move beyond just price comparison, dive deep to understand your customer's problem and build a compelling value proposition for your product or services. Become an eminent salesperson by helping your customers solve their problems and fulfilling their needs. Foster long-lasting ties by ensuring you are their TRUSTED BUSINESS PARTNER instead!



DATE

07-08 Apr 2021
04-05 Aug 2021



VENUE/ PLATFORM

Online live via Zoom
or WebEx



DURATION

8 Hours
[9am - 1pm] x2

OBJECTIVE

In this workshop, you will learn:

- How to create strategic & effective call-planning
- How to manage customer needs and provide solutions
- How to create value by understanding customer's needs
- A structured and effective selling process
- Real-world application

OUTCOME

I.M.P.A.C.T.™ Selling will help you to:

- Create competitive advantage by building a sales culture that is aligned with customer needs
- Drive business performance through customer-focused discussions
- Drive revenue by improving closing ratios
- Build deeper, trusting relationship with customers

WHO SHOULD ATTEND

- New or experienced sales professional
- Sales manager
- Marketer
- Medical scientific liaison officer



METHODOLOGY

ONLINE - The session is supported by a pre & post workshop eLearning module and a digital personal profile. Using a combination of case studies, discussions, presentation and various activities, participants build competency in connecting with customers over an 8-hour virtual workshop in this program

PROGRAM OUTLINE

DAY 01 Module 1

- Insights
- Understanding the customer's profile

Module 2

- Mission
- Setting a call objective & opening statement

Module 3

- Problem-Need
- Probe to understand expressed needs and hidden needs

Module 4

- Add Value
- Relate F-A-B to the needs of the customer; reinforce as necessary with evidence

Module 5

- Close for Commitment
- Executing the 5-step closing technique

DAY 02 Module 6

- Transit
- Bridging to second product discussion
 - Delivering a one-minute sales call
- Skill Practice Part I
- Practicing the skills with case studies & role play

Module 7

- Obtain & Respond to Feedback
- Applying the 4-step obstacle handling skills
- Skill Practice Part II
- Role play with objection handling
- Action Planning
- Summary and Wrap-up

FACILITATOR

Lau Yee Chiew | Willy Yoong

PROGRAM FEE

07-08 Apr 2021

Early Bird:
USD430 (MYR1,690)/ pax
Early bird by: 28 Feb 2021

Regular:
USD480 (MYR1,890)/ pax
Closing date: 15 Mar 2021

Group (≥3):
USD430 (MYR1,690)/ pax
Closing date: 15 Mar 2021

04-05 Aug 2021

Early Bird:
USD430 (MYR1,690)/ pax
Early bird by: 15 May 2021

Regular:
USD480 (MYR1,890)/ pax
Closing date: 15 Jul 2021

Group (≥3):
USD430 (MYR1,690)/ pax
Closing date: 15 Jul 2021

The price quoted is subjected to local government tax



The content is very practical and relevant. The workshop is supported by solid data, real examples, and step-by-step guidelines. Trainers are dedicated in the training session, I can feel their passion and positive energy

Sr. Sales Executive, Malaysia



A very fruitful training. It helps us to approach our HCP in a different way. It helps me to understand my customers better

Sr. Product Specialist, Malaysia



I.M.P.A.C.T.™ model and the techniques introduced are easy to apply. It builds my team's confidence in handling objections

Sales Manager, Malaysia



Love the I.M.P.A.C.T.™ model. It helps a lot and is practical even for MSL like myself

Sr. Medical Scientific Liaison, Malaysia



I'm happy to undergo the training by LNS. This training changed my mindset towards selling

Sales Executive, Malaysia



The trainer is very engaging and motivating. The contents are comprehensive and delivery is very clear

Sales Executive, Malaysia

To find out how we can help you, your team, your leaders and your organisation be even more effective, contact us at: willy@LNSinternational.com | yeechiew@LNSinternational.com | sayfoon.tang@LNSinternational.com