

# Solution Sales Strategies & Skills



MARKETING  
INSTITUTE OF  
SINGAPORE

SALES

## Why You Should Attend This Course:

This course is designed to help sales professionals and sales managers increase sales effectiveness without unnecessary moves that will cost in the long run. The sales process learned will help sales professionals probe to discover the unique needs and real issues of each customer and link solutions to create impact on sales. This highly motivational course provides sales professionals a methodology that is systematic, comprehensive, consultative and customises to create impact on sales.

## Learning Outcome:

- Identify critical skills of professional salespeople.
- Develop compelling sales presentations.
- Analyse each situation and provide customer focused solutions.
- Synchronise sales tactics and techniques with customers buying style and help them to make buying decisions.
- Utilise the right sales strategy and tools to provide solutions for different customers and situations.

## Course Outline:

### Day 1

- Critical Factors for Success in Solution Selling
- Seven Basic Skills in Solution Selling
- The Solution Sales Process
- Solution Selling Toolkit – The Right Tools
- Understanding Personalities and Behaviours in the Sales Cycle
- Behaviour Focused Sales Strategies
- Five Strategies to Influencing Buyers

### Day 2

- Presenting Compelling Solutions to Close the Sale
- Managing Objections to get to the Solution Stage
- Communicating Value and Recommended Solutions to Customers
- Effective Probing and Questioning Techniques
- Using the Quadrant Solutions Approach
- Listening Skills to Identify the Right Solution to Match Buying Need
- Creative Sales Solutions to Meet Different Needs

## Trainer's Profile:

Master Facilitator and Distinguished Toastmaster, **Stanis Benjamin** is a motivational humorist and an accomplished speaker, consultant and trainer in the fields of business presentation skills, sales, communication, customer service, leadership and strategies for personal success.

As a coach, consultant and keynote speaker, he has addressed many companies and institutions and helped senior executives, high-achieving professionals and beginners to reach higher levels of performance.

He was one of The Top 10 agents for sales and has achieved the Marathon Life Award, International Quality Award, Million Dollar Club Award as well as the Prestigious Million Dollar Round Table (MDRT) and Superstar Sales Awards. He has more than 20 years of sales experience starting as an agent and has led a successful sales team as a District Manager.

Stanis is a thought leader on how to create and sustain high performance. He combines theory with management practices to develop action-oriented techniques for building winning teams. He has been invited as an expert to speak on the topics "Behaviour Focused Communication and Humour in Presentations" and presented on Positive Business Minutes for News Radio 93.8.

He has gained excellent reputation for his work with human resource and training departments of numerous organisations to design and develop Sales, Personal Effectiveness, Leadership and Communication training programmes. Stanis brings with him over 15 years of training and coaching experience and is accredited as an Executive Leadership facilitator.

Date:

**30–31 Jan 2012**  
**7–8 May 2012**

Course Fees:

**S\$680.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<b>Solution Sales Strategies &amp; Skills</b> <input type="checkbox"/> 30–31 Jan 2012 <input type="checkbox"/> 7–8 May 2012    (9.00am to 5.00pm) <b>S\$680 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
 Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Tel: 6327 7586 / 583 / 582  
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