



UNITED VISION ACADEMY SDN BHD
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The Secret of Closing Sales

Introduction

There are selling everywhere, and this is an era of winning by closing deals. But what is actually selling? Selling is a process that introducing the benefits of products or services to satisfy clients' certain needs. Then, are there any steps or methods can be learned or followed in order to close deals much easier? Yes, this is a one day training program for you to acquire both easily understand selling theories and very practical closing skills to achieve your sales goals successfully.

Course Outline

This course integrates the essence of selling and closing skills from number of sales masters and Neuro-Linguistic Programming (NLP). The content include the knowledge and methods of how to cultivate a top salesperson, how to understand clients better, how to build relationship and communicate with clients effectively as well as how to carry out a perfect selling and closing process successfully. This training program will include a combination of interactive lecturing, demonstration, individuals practicing, group activities and learning reflection.

Objectives

You will have the opportunity to . . .

- understand the overview of related psychology and most critical factors in a successful selling and closing;
- learn how to improve a salesperson's knowledge and capabilities;
- learn how to win your clients by the first approaching;
- master the advance communication skills which will benefit you in all aspects of your life;
- learn how to upgrade your influential power.

As a result of the course, you will come away with . . .

- a toolkit of techniques and practical ideas for selling;
- a sense of achievement;
- an in-depth understanding of psychology for closing deals;



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Methodology

The program features balance training techniques which evenly design interactive lecturing, demonstration and activities. The five modules in the program lead you to pick up the concepts and the skillsets, both independently and in groups. This includes a combination of the step-by-step instructions, group activities, open discussions, learning reflections and best practices.

Course Content

Day I

MODULE 1: ATTRIBUTES OF A TOP SALESPERSON

In this module, you will have the opportunity to . . .

1. understand the key factors of becoming a top salesperson;
2. learn how to improve your mental strength to face the market challenges;
3. unleash your potential to achieve your life goals.

MODULE 2: THE 5 IMPORTANT ABILITIES OF A SALES EXPERT

you will have the opportunity to . . .

1. understand which area to focus on for upgrading your closing rate;
2. learn how to polish your sales skills.

MODULE 3: UNDERSTAND CLIENTS BY MASTERING THE CONSUMER PSYCHOLOGY

In this module, you will have the opportunity to . . .

1. understand why and how clients buy;
2. learn how to read client's mind.

MODULE 4: THE ADVANCE COMMUNICATION SKILLS TO INCREASE SALES

In this module, you will have the opportunity to . . .

1. learn how to build rapport with clients instantly;
2. learn how to find out the real needs of clients;
3. learn how to speed up the closing by hypnotic language.



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MODULE 5: THE PERFECT 8-STEP CLOSING PROCESS

In this module, you will have the opportunity to . . .

4. learn how to be well prepared for a good start;
5. learn how to manage your emotion during selling;
6. learn how to handle clients' rejection.

Facilitator's Profile

Coach Ivan Chong

Coach Ivan Chong is the founder and program director of Ace Networks Coaching and Training Centre which is found in 2006 and is a pioneer NLP training provider based in Johor Bahru, with the solid foundation in NLP, Hypnosis and Coaching Skills, coach Ivan Chong has developed and delivered various kind of soft-skills training programs to the individuals, the public and the corporate clients, such as: Communication Skills, EQ Techniques, Leadership, Public Speaking, Business Presentation, Selling Skills, Negotiation Skills and so on.

Before becoming a full time professional life coach and soft-skills trainer, coach Ivan Chong was a R&D electronics senior engineer in famous Japanese International Corporate, in the first 11 years of his career life, he had not only led groups of engineers to design and develop numbers of World top selling home audio products, but had also helped company to recruit and to train many young engineers from fresh to expert, from this unique in house training experiences for years, coach Ivan Chong found his passion in developing talents by 1-on-1 coaching or group training.

Besides the background of International Certified NLP Trainer and Hypnosis Instructor, coach Ivan Chong is a lover of reading, music and Taichi, he has won gold medals in some state level and International level Taichi and Martial Art Competitions, not only for his interests, he also apply the art and wisdom of the Taichi into his coaching and training methods and services, to accompany his clients to pursuit a balance wonderful life is his mission.