

## **SM 001 : Consultative Selling Skills Workshop**

**[2-Day Program]**



### **Overview**

The Consultative Selling programme is a consultative, motivational, sales and attitudinal change training programme for new or experienced real estate negotiators. This programme will equip the real estate negotiators on:

- (a) How to find the prospective clients
- (b) How to present your products effectively and
- (c) How to close the sales

Participants will learn the latest sales strategies to increase their sales. They will learn how to build better relationships, discover client's needs, how to do sales presentation and closing the sales. With the right attitude and skills, they can become top sales.

Participants will begin to set goals and achieve them when they know how to use the power of Consultative Selling to make more sales.

### **Learning Outcomes**

Upon completion of programme, participants will be able to:

- Change the negative attitude and master the positive mental attitude
- Explore the key principles to build better relationship
- Learn the strategies to discover customers' needs in selling
- Understand and apply the effective presentation and closing skills
- Erase mediocre thinking and fear of selling
- Master effective closing skills

## **Who Must Attend.**

Anyone that has interest in selling and marketing, specifically:

- Real Estate Negotiators
- Real Estate Agents
- Entrepreneurs

## **Course Detail**

### **Module 1: Achieving Positive Mental Attitude (PMA) In Real Estate Selling**

- What is PMA in selling?
- Are you your own worst enemy for personal breakthrough?
- Identifying and developing your PMA in selling
- How to change your destiny by changing your Belief System
- How to stay motivated during the good times and bad times
- Overcoming the issues that keep many general agents from progressing

### **Module 2: Don't Be a Products Pusher But Be A Real Estate Sales Consultant**

- Why some consultants are more successful than others?
- What is the mind-set of a successful sales consultant?
- How to be a respected consultant?
- The qualities of a consultant

### **Module 3: Master the 4 Steps Consultative Selling Process**

- The 4 steps sales process
- Why 4 Steps?
- How to use the 4 Steps?

### **Module 4: Mastering The Building Trust Skills In Real Estate**

- The art and science of building trust
- How to apply the 4 Elements of Trust Building
- Apply the 4 Elements
- Role –play the Building Trust Skills

### **Module 5: Master the Discovery Skills (Diagnosis Techniques)**

- The steps in Sales Diagnosis
- Why consultants never perform Discovery Skills?
- How to use the Steps?
- Role-play the Discovery Skills

### **Module 6: Mastering The Skills To Analyse Client's Needs**

- The Needs of a client
- How to Analyse client's Present and Future Needs
- Role-play

### **Module 7: Master the Presentation Skills (Advocating Techniques)**

- The steps in Sales Presentation
- What are the areas to pay attention?

- How to present effectively?
- Role-play the Presentation Skills

## **Module 8 : Mastering The Closing Skills**

- When to close
- How to close
- How to read body language
- Role-play

### **Methodology**

A combination of Learning techniques will be applied: hands-on activities, role play, group discussion & presentation, evaluation tests, class lectures, case studies and real examples. The course will be intensive but practical and highly interactive. Participants will participate actively & ask questions during the programme.

### **Course Leader**

#### **MR. CASEY TEE**

***Negotiation Skills Master Trainer , USA***

***LIMRA Certified Agency Management Trainer,USA***

***Certified Personal Peak Performance Trainer***

***Certified Personality Sales Trainer***

***Certified EQ Master Trainer***

***Master Trainer of Presentation Dynamic ,USA***

***LIMRA Certified Personality Sales Trainer,USA***

***Wilson Learning Certified Sales Trainer***

***NLP Master Trainer***

***Sun Tzu's Strategic Planning Master Trainer***

***Certified Financial Planner Lecturer (C.F.P)***

**Mr. Casey Tee, a 28 years training specialist** is acclaimed as one of Malaysia's most dynamic and inspiring public speaker since 1985 and has steadily increased his stature as one of the leading sales and negotiation speakers in this region. He holds a Bachelor Degree in Applied Economics from University of Malaya in 1987 and a Diploma in Management from the US thereafter.

**Fluent in three ( 3 ) languages ( English, Bahasa Malaysia, and Mandarin )**, he is an extremely sought after training specialist both locally and internationally. He is reputed to one of the leading authorities in this region on the subject of project negotiation, change management, Sun Tzu's Art of War, Master Trainer of sales and sales management training, customer service, attitudinal training, and motivation programs. The impact of his lively, entertaining, and creative training concepts have inspired his participants to attain excellence and peak performance in their organizations.

He was a licensed trainer of **Negotiation International Corporation** of the United States of America in the areas of negotiation training programmes. He is also a **licensed trainer of Sales and Negotiation in Project Management** of the United States of America in the area of **Management Planning & Execution** training programs.

Mr Casey has personally conducted negotiation skills training for: UDA, Sime UEP, UEM, IOI Property, IJM, SP Setia, Ecoworld, Mid Valley, KLCC, Prasarana, DHL Supply Chain, Genting Berhad, West Port Berhad, Petronas, Johnson & Johnson, Nissan Motor, Continental Tyre, SAP, HP, IBM, ACER Computer, Great Eastern Life, Prudential. Uni Asia, ING, AIG, Asia Life, Takaful Malaysia, Bank Negara, Tokyo Marines, Oriental Bank, BHL Bank, Hock Hua Bank, Southern Bank, Mead Johnson, Sara Lee, Carlsberg Marketing, PERMANIS, Bank Negara, AIA, Uni Asia, Tokio Marines Insurance, Pacific Insurance, MSIG, Maxis, Sime Darby, CIMB Wealth Advisors, Maybank, Prudential Assurance, Goodyear Tyre , Atos Origin, Motorola, National Panasonic, ManuLife (formerly known as John Hancock Life Insurance), Zurich-MCIS, American Home Assurance, HLA, AIG, Tractor Malaysia Berhad, Ford Motor, Tan Chong Motor, Proton and Axa Life Singapore, to name a few and many more.

## **Course Fee**

### ***Request For Quotation For In-House Programme***

## **Certificate**

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

**Payment mode:**

Please make payment to:

**IKLIM PRIMA SDN BHD**  
**Company Registration No: 1021120-M**  
**BANK: MAYBANK**  
**BANK ACCOUNT NO: 5124 8244 0204**

**1. BANK IN CHEQUE**

Bank in and then scan the Bank-in slip and email to us before the course commence to confirm your seat.

OR Courier your cheque payment to our Finance HQ.

\*Note that we DO NOT take any payments during the event.

**3. BANK IN CASH:** You can also pay by cash through bank-in our company bank account.

**4. Interbank Transfer-** You can also opt to use GIRO transfer.