

INTUITION®
KNOWLEDGE BY DESIGN



Advisory Sales Training Series

Effective selling in the New Normal

By Maxine Teo

Module 1: Networking

- The Art of Small Talk to Build Rapport

Module 2: Building your personal brand

- To enhance clients' trust in us

Module 3: Speed profiling of customers

- To engage them effectively

Module 4: Thinking on your feet

- Respond to questions quickly and calmly

Module 5: Selling in the new world

- Do not sell, help customers buy

Module 6: Storytelling

- To evoke emotion and invoke action to buy

Module 7: Negotiation

- To achieve an all-win result

Module 8: Managing difficult conversations

- To turn sceptics into advocates

Module 9: Customer service excellence

- To provide a cutting-edge client experience

Module 10: Stress management & reframing

- To stay positive and resilient

Module 1: Networking

- **The Art of Small Talk to Build Rapport**



Does the sound of “networking” send a chill down your spine? Do you dread having to make small talk and network with architects, designers and developers? In the new norm of today’s world, it is even more challenging to network in a virtual space. How do you even connect with a person when you are not able to meet face-to-face?

If you want to get rid of the fear, doubt and uncertainty around networking and start to turn it into a tool to help you improve your sales, this webinar is for you. In this power-packed workshop, you will learn simple yet powerful tips on how to start a conversation that will set you up for sales opportunities, build on the conversation that will provide you with the platform to showcase yourself; and to close the conversation smoothly as the stepping point to your next steps in the sales cycle.

- ✓ Know how to ask powerful opening questions that lead to big opportunities.
- ✓ Learn how to make small talk leading to big deals through face-to-face and virtual interactions.
- ✓ Be equipped with tried-and-tested tips to “hook” the client to want to get to know you more.

Module 2: Building your personal brand

- **To enhance clients’ trust in us**



The way you carry yourself in terms of personal grooming and speaking, affects others’ perceptions of you. This, in turn, affects the way clients respond to you and whether they are willing to open an account with you or have anything to do with you at all.

If you do not have a clear personal brand in mind to portray, how others see you will become your brand, whether you like it or not. In order to enhance your clients’ trust in you, you need to dress and behave with gravitas.

In this power-packed workshop, you will be empowered to build up your gravitas to enhance your customers’ and vendors’ trust in you.

- ✓ Raise your self-awareness on your personal brand and how others see you.
- ✓ Learn how to dress and speak with gravitas to enhance the messages you express to your clients.
- ✓ Enhance your assertiveness to portray the right image as the trusted advisor.

Module 3: Speed profiling of customers

- **To engage them effectively**



Do you find that sometimes it is easier to connect with some clients and get them to trust you very quickly while it takes forever to do the same with others? That is because different folks require different strokes.

Especially when it comes to selling, many of us sell the way we like to sell instead of selling the way clients like to buy. Different clients have different buying styles and are motivated by different reasons to take action to buy your products and solutions.

In this power-packed workshop, you will be equipped with powerful speed profiling tools using True Colors Personality Profiling. When you know how to be a chameleon and adapt your selling approach, you will realize that you can easily connect with anyone, anytime.

- ✓ Increase your self-awareness of your selling approach and behavioural preferences
- ✓ Learn how to adapt your advisory sales approach and appeal to different types of clients.
- ✓ Be equipped with the simple 2-step strategy to quickly and accurately profile clients to respond appropriately.

Module 4: Thinking on your feet

- **Respond to questions quickly and calmly**



During meetings with your clients, we are sometimes faced with situations where they ask you questions that you did not expect. If you do not respond appropriately or in time, it reflects badly on your credibility. The ability to buy time while thinking quickly and giving a meaningful response helps you take charge of the situation and increase others' trust in you.

In this power-packed workshop, you will learn simple and useful techniques to help you think faster and better under pressure, anytime and anywhere.

- ✓ Learn 3 tips to buy time to formulate your response to unexpected questions.
- ✓ Be equipped with a systematic and persuasive structure to help you get your point across swiftly and meaningfully.
- ✓ Know how to skillfully deflect questions which you may not have the answers on hand.

Module 5: Selling in the new world

- **Do not sell, help customers buy**



In the olden days, clients do not have much choices and they are very dependent on what you tell them. Times have changed. In this new world of technology and adversity, clients have also become more saavy and sophisticated. No one likes to be sold to, but everyone likes to buy.

When you are able to transcend the traditional way of selling products and instead help customers buy, you will not only speed up your closing rate, you can also retain your customers in the long run and win continued business.

In this power-packed workshop, you will be inspired to leave behind old ways of selling and embrace the new way to help them buy.

- ✓ Be aware of the key traits to have as a Sales Professional in the new world.
- ✓ Learn how to ask the right questions and decode behaviours and buying signals.
- ✓ Know how to move away from product-based selling to new world trust-based selling.

Module 6: Storytelling

- **To evoke emotion and invoke action to buy**



Facts tell, stories sell. Instead of boring features and facts about your products, using stories is an amazing way of packaging the information in a palatable and exciting way.

In this modern world of information overload, vendors lose interest very quickly the moment you go into presenting a bunch of data. By citing boring and technical information of which they can easily obtain at their fingertips, a simple story can bring your point across with impact.

In this power-packed workshop, you will learn how to turn boring facts and technical information into compelling stories that can help evoke emotion in clients and invoke their action to take on your products.

- ✓ Know how to use the right story at the right moment to communicate your intended message.
- ✓ Be equipped with simple and effective storytelling templates to structure your stories.
- ✓ Learn how to turn your life's experiences and lessons into compelling stories to motivate, inspire and even to entertain.

Module 7: Negotiation

- To achieve an all-win result



All-win does not mean equal win. As long as all parties are happy with what they get, it is a win for everyone. We negotiate all the time, be it with clients or anyone in our lives. Whether it is on pricing, resources and decisions on what to do and what not to do, it is a lifelong skill that help us get what we want. When you can master the art of negotiation, you will achieve greater productivity and even better relationships with others.

In this power-packed workshop, you will be introduced to the powerful concept of having a “Go-giver attitude” that can help you get more than what you bargained for. When you realize that by giving more gets you even more, it changes the conventional way of negotiation to achieve an all-win result.

- ✓ Learn how to develop a “Go-giver” attitude that will improve the way you negotiate.
- ✓ Know how to manage challenging requests from clients and apply the suitable negotiation strategy.
- ✓ Be aware of your BATNA to ensure that you achieve an all-win result for everyone.

Module 8: Managing difficult conversations

- To turn sceptics into advocates



In sales, we are constantly faced with rejections, objections and having to deliver bad news sometimes to our clients. Whether it is a rejection of our opinions or reasons, it is often a difficult task which leads to an unpleasant outcome.

In this power-packed workshop, you will gain insights on how to better manage difficult conversations and see situations like these as just a temporary “No”, which will result in a future “Yes”. You will also learn some quick tips and a step-by-step approach to deliver bad news and turn rejections and difficult conversations into acceptance and agreement.

- ✓ Learn the 5-step approach to turn sceptics into advocates.
- ✓ Be equipped with power phrases to package bad news in the written and spoken form.
- ✓ Know how to manage demanding requests from clients without having to escalate them.

Module 9: Customer service excellence

- To provide a cutting-edge client experience



Customer service is critical in creating an emotional engagement with clients. Loyalty develops as clients feel a sense of connection with you. It has become even more critical in the new world of remote selling when clients begin to prefer buying directly from the internet instead of meeting you in person.

When you can create a legendary client experience for your clients, that is when they will always want to collaborate with you.

In this power-packed workshop, you will pick up some simple yet powerful strategies to deliver cutting-edge service to your clients to gain an edge over the competition and win them for life.

- ✓ Know how not to compete against but leverage technology to create a cutting edge client experience.
- ✓ Learn different ways to find out the level of service desired by your customers and vendors.
- ✓ Be equipped with cutting edge ways to deliver excellent service especially when competing with others.

Module 10: Stress management & reframing

- **To stay positive and resilient**



“Stress” is the commonly used and heard word across the world and it affects everyone on different levels. It has somehow been misused and abused in negative contexts to mean something bad.

When things do not go as planned, many of us allow them to affect our mood and ultimately our actions. Our attitude often shapes our attitude and impact our altitude. We cannot get rid of stress and adversity but we can manage stress and overcome adversity with the right tools.

The biggest sceptic in the world could very well be yourself. In this power-packed workshop, you will learn how to harness the driving force of stress to propel us in the right direction that will help us see things in different and positive light.

- ✓ Learn how to identify the different types of stress and leverage the positive one.
- ✓ Identify your stressors and motivators to help you manage yourself to manage your stress.
- ✓ Be equipped with a powerful self-coaching technique to turn stressful situations into positive outcomes.

The standard duration for each module is 3 hrs. All modules can be expanded or customized. Every modules can be combined together to form a 1-day to 2-day workshops. A 20 mins chat with our trainer will be ideal to determine your needs.

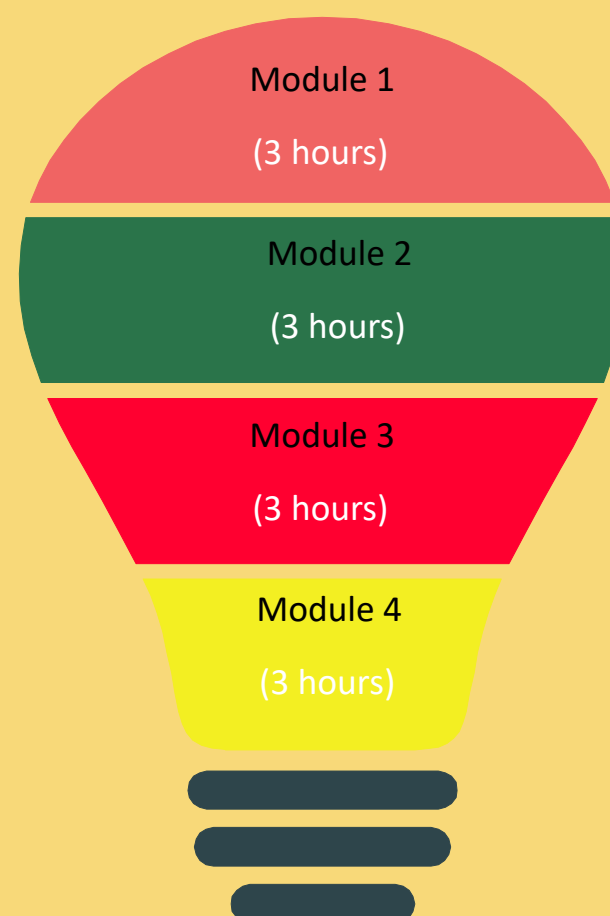
Modular Training Structure

Option A:
2 - day program: 4 Modules

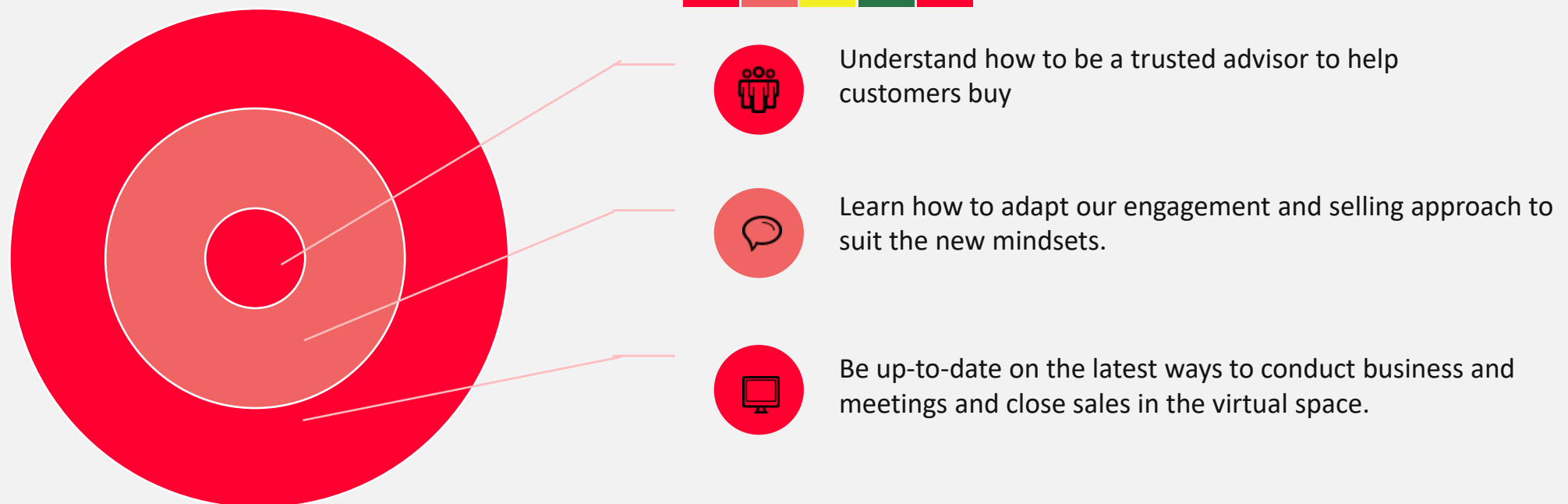
Option B:
1 - day program: 2 Modules

Option C:
0.5 day program: 1 Module

Option D:
Each module can be further condensed or expanded to be a 1- day or 2-day program



Key Learning Outcomes



Maxine is a tri-lingual speaker, corporate facilitator and coach with a passion for colorfully impacting lives™ over 20 years of working with diverse teams across Asia. One of the most prolific speaker and trainer in Asia having successfully delivered training solutions and keynotes on wealth management, retirement planning, peak performance and sales excellence to audiences in 30 over cities around the world. She has a knack of turning complicated concepts into practical and highly engaging learning applications. Maxine is fluent in spoken and written English, Mandarin and Cantonese and she delivers her messages in the three languages seamlessly to help her international audiences achieve their highest level of understanding.

Coming from a decade of working in the financial services industry as a financial advisor and banker, Maxine shares her experience and knowledge in Relationship Management topics like Advisory Sales (B2B & B2C), Impactful presentation, Business Etiquette, Networking Skills, Negotiation Skills, Effective Communication, Client Service Excellence, Client Book Management, Cross-Cultural Awareness, Business Presentation Skills, and Time and Stress Management for better productivity

Maxine is the author of “Secret Manual of the Sales Warrior” which has received high acclaim from her readers for its practicality and ease of understanding. Over the years, Maxine has received multiple awards from various international training institutions in recognition for her excellent work delivered to their corporate clients. She is also a popular guest speaker on English and Chinese radio stations in Singapore to share her experience and expertise on topics related to stakeholder engagement and relationship management. What sets Maxine apart from most trainers, speakers and coaches in the industry is her ability to connect with her audiences and coachees instantly with her magnetic and boundless energy.

