

Effective Selling Skills

创造业绩销售技巧



The German Chamber Network 

目标与内容 Objectives and Content

Self-confidence and positive attitude are the keys to high effective selling skills. Other than introducing the selling process, this training programme is to increase participants' self-confidence by enhancing their communication and interpersonal skills, understanding how to convert objections to business opportunities and achieving win-win situation, in order to improve company image and market share. The trainer will lead participants to acquaint the latest selling skills and theories by practical cases sharing, role play and group discussion.

高效的销售技巧必须建基於销售人员的自信心和正面的销售态度。本课程旨在从销售人员的心态着手，通过提升学员的沟通人际技巧到熟习销售流程，把顾客的异议及拒绝转化为商机，从而达到双赢的顾客关系，改善企业的形象及市场占有分比。课程导师会透过真实案例的分享、角色扮演，引导学员参与讨论，启发学员从多角度去认识最新的销售理论与技巧。

参加对象 Target Group

Suitable for all level sales function or sales related personnel.

适合各级销售及与销售相关工作人员或有志从事销售行业人士。

大纲 Outline

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| • Customer-satisfaction selling and value-added selling | 提高顾客满意度及有附加增值的销售 |
| • Improving customer relationships and sales interaction skills | 改善顾客关系和销售沟通技巧 |
| • Probing and confirming customers' needs and decision criteria | 探索及确认客户的需求和决策原则 |
| • Overcoming objections and buying resistance | 如何化解顾客的拒绝和异议 |
| • The sales negotiation climate, strategies and tactics | 谈判方案和策略 |
| • Resolving customer problems | 解决客户面对的各种问题 |

日期: 2018 年 5 月 08-09 日
2018 年 12 月 11-12 日
会员: 4000 元; 非会员 4400 元
价格包括会务, 资料费, 午餐费。
语言: 英文 / 中文

Schedule: May 08-09, 2018
Dec. 11-12, 2018
Price: Member 4000RMB; Non-member 4400RMB
Fee includes lectures, course materials and lunch.
Language: English / Chinese



Mr. Bee LAM

Bee earned his selling experience when he joined A.I.A. as life insurance counselor in 1983. He was appointed Branch Manager of National Mutual in 1988 where he started the role for sales management and training. From 1993, Bee was posted as Director of Sales of Beijing Wei Ying Investment Co., Ltd and was responsible for the sales achievement of the company in the geographical area of northern Mainland China. Bee started rendering high quality training programs to a large spectrum of multi-national organizations since 1998. He now is a certified facilitator for Huthwaite SPIN and Wilson Learning, NLP Certified Practitioner, and also contracted trainer for many consulting firm in China. He runs

courses regularly in China. Bee is recognized as an interactive and energetic trainer because he always stresses on “Being initiative, optimistic, positive and proactive” is the core skills of all kinds of skills. His programs will be delivered in a relaxing, interactive and result-oriented approach, which is in form of short lecturing, group activities, group discussions, case studies and role plays. And in particular, he always encourages the involvement and participation of the participants, because by his training experience combined well with his corporate work experience he deeply believes that this is the most effective approach to ensure the effectiveness of the programs held.

Facilitation Style:

The programs will be delivered in form of lecturing, group activity, group discussion, case studies, and role play in a relaxing, interactive and result-oriented approach.