



Ultimate Influence Sales

Using DC to Influence Subconscious Buying Decisions



"I am very impressed with Raymond. He had good control of the audience's attention and created excitement in the training with his style. The workbook was very useful and his principles can be practically implemented in our sales call strategy."

Sales Trainer,
Inside Sales, INTEL, Asia Pacific

Raymond Phoon

Raymond Phoon is recognized as one of Asia's leading sales experts in his applications of Psychology to help professionals across varied industries win more business. As an international speaker-trainer with more than 18 years of hands-on experience, he has successfully transformed sales forces and sales professionals in Fortune 500 companies around the world by developing ideal sales cultures that drive high performance results to the organization.



The Sales Psychologist
"Sales Transformation
Guru and International
Speaker"



Overview

Directive Communication Sales based workshops deliver the psychological foundations of influence and the how and the why prospects buy. Our programs address and identify internal communication and information processing, motivational drivers, the psychology of postures, what drives sales professionals and their customers, how to maximize impact in handling customers, increase buy decisions and satisfaction, and maximizing influence with different types of customers and cultures.

DC workshops coach on not only how to secure business but retain business. Depending on your specific needs, our workshops will address the psychology of emails, phone calls, proposals, customer satisfaction/retention and how this can be influenced by specific actions and shaped attitude.

Since all purchase decisions are born of emotion, this program uses experiential methods to coach participants to develop of their own sales identity that compels prospects to feel comfortable with the individual. It teaches the emotional triggers that close the sale. The mental components work with the ability to direct emotion, feel powerful in the face of objections, creating momentum with sales calls and prospecting, and overcoming fear of failure. Technical components include voice and body strategies, closing technique and more.

Objectives & Outcome

A successful participant of this course will be able to:

- ☞ Ability to use objections to realign customer perception
- ☞ Instantly get out of a sales slumps
- ☞ Understand of psychological buttons that get action
- ☞ Increased competence in closing with greater customer satisfaction
- ☞ Increased passion for the product or service represented
- ☞ More powerful presentation skills
- ☞ Turn negatives into positives
- ☞ More energy and less stress
- ☞ Conditioned ability to manage emotion in a difficult sales environment

Who Should Attend:

Sales Managers, Sales Personnel, Marketing Managers, Marketing Personnel, Customer Service Managers and Staff, Consultants, and anyone having direct contact with customers for the purpose on influencing sales

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