



“HIGH PERFORMANCE SALES - TRAINING PROGRAM”

AN IN-HOUSE TRAINING PROGRAM IN CHINESE LANGUAGE

Shanghai INNOVA Management Institute

Summit Centre
Building No. 16, Unit # 204
1030, Yan An West Road
200052 Shanghai

Phone: (0086 21) 5169 7601, 5108 8670

Fax: (0086-21) 5169 7602

Mobile Phone: (0086) 13917745683

Email: info@innova-institute.com.cn



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PREFACE AND RECOMMENDATIONS

Intention of this program is to enhance the professional selling techniques of the sales force and to increase sales effectiveness.

In China consultative selling is still a relatively new concept and not that familiar to sales people. The common understanding of the profession of a sales person is still more a traditional one – it is more product- than customer-centric and the typical sales professional in China does not view himself as a consultant to his client, but typically stresses the importance of 'guanxi'.

Technically complex industrial products of high quality and price can not be sold successfully by applying traditional selling concepts. Our training program for 'high performance sales' aims at supporting clients in the process of designing a unique picture of your company, your products and services in the minds of your customers. The program is designed for sales professionals with 1 to 5 years of experience and will be customized to client needs and requirements. It is targeted at sales professionals from manufacturing enterprises and is best described as a sales training program for 'solution providers'.

The program consists of all basic modules of a professional sales training program and includes a module for sales managers and for training future internal sales coaches. The third module is aimed at integrating sales practices, brand management and marketing planning into one coherent strategy.

OVERVIEW ON OUR HIGH PERFORMANCE SALES - TRAINING PROGRAM

◆ **Professional Selling Skills**

Part One: Professional Selling Skills for Solution Providers
Part Two: Effective Communication Skills
Part Three: How to overcome Objections
Part Four: How to get into the Minds of your Clients
Part Four: Needs-based Selling Techniques
Part Five: Presentation Skills for Sales Professionals
Part Six: Effective Negotiations Skills
Part Seven: Key Account Selling: How to win Big Orders
Part Eight: Achieving Service Excellence

◆ **Sales Management**

Part One: Building High-Performance Sales Teams
Part Two: Leading Sales Teams
Part Three: Basic Legal Knowledge for Sales Professionals
Part Four: Coaching Techniques for Sales Coaches

◆ **Developing a Comprehensive Marketing Strategy**

Part One: Business Development and Marketing Planning
Part Two: Brand Image and how to be a Brand Representative
Part Three: Strategy Workshop



FOR FURTHER INFORMATION

For further information please contact

Shanghai INNOVA Management Institute

Dr Laurenz Awater, General Manager
Peter Jin, Corporate Account Manager

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200052 Shanghai

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Fax: (0086-21) 5169 7602
Mobile Phone: (0086) 13917745683
Email: info@innova-institute.com.cn or peter.jin@innova-institute.com.cn