

“Non-Manipulative Value Selling” An Appreciative Enquiry Approach to Value Selling



Introduction

“Your competitor’s model is a better product”; “There is nothing special in what you are offering”; “I can see the features and advantages of the product you are recommending but I don’t see how it makes sense to me for my situation”. Sounds like what your sales teams have been hearing from your customers? Ever wonder how your sales teams can be more creative to manage those sales obstacles standing their way? How will it feel like if your sales teams can keep turning these obstacles into sales orders from your customers?

This program is packed with the resistance management & value selling toolkit you need to create a positive experience whenever you need to solve problems together with people you work with.

Program Objectives / Learning Outcome:

At the end of the programme, participants will learn to

- 1) Handle negative responses from prospects with improved effectiveness
- 2) Identify unspoken concerns of prospects speedily
- 3) Counter resistance to change & sell value effectively

Target Audience

Sales Professionals who need to manage clients’ resistance to change to bring in the sales effectively & efficiently.

Profile of Program Facilitator & Coach

Frederick began his career in corporate sales of high-technology engineering solutions to Fortune 500 customers. Since the year 2000, Frederick has become a [people skills development coach and counselor](#), specialized in the area of interpersonal communications for working professionals.



He graduated with a **PhD in Education (HRD)**, an **MSc degree in International Marketing** from the **University of Strathclyde**

and a **Master of Accountancy degree** from **Charles Sturt University in Australia**. He is also a member of the **International Coach Federation** and the **International Association of Coaches**.

His [consulting work](#) involves diagnosing development areas in inter and intra-workgroups communications, coordination and conflict management processes in clients’ organizations and coming up with measurable and sustainable solution roadmap through personality-task fit profiling, counseling, coaching, training, performance feedback processes and standards consulting.

Frederick is a **certified Profiler in Harrison Innerview Job Suitability Profiling System & PEAKS Profiling Systems**. He is also the **developer of the beliefs-emotions-behaviours assessment system – SQI**.

Frederick has worked with organizations including [Asia Pacific Breweries](#), [Far East Organization](#), [Changi Village Hotel](#), [Marina Mandarin](#), [Energizer Singapore](#), [SAP](#), [Motorola](#), [Infocus](#), [Chartered Semiconductor](#), [Fuji Xerox Singapore](#), [DBS Vickers](#), [BMW Asia Pacific](#), [F&N Coca-Cola](#), [Novartis](#), [GlaxoSmithKline Pharmaceuticals](#), [Roche Diagnostics](#), [Cardinal Health](#), [Makino Asia](#) and [Singapore Food Industries](#).

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Program Duration:

2 days for 16 to 20 pax maximum per class (intensive)

Program Outline

Module 1: Selling to Different Types of Customers

- 1) The dominating, detailed and rigid type who have a bad impression of your company
- 2) The ‘courteous & warm’ type who will not give you the business & let you know what exactly is going on
- 3) The passive and skeptical type who doesn’t want to talk
- 4) The ‘know-it-all’ type who is defensive & want to win all arguments
- 5) **Inter-teams “Difficult Customers” Role-Play Workouts**

Module 2: How To Earn the Trust & Sell Value

- 1) Handling excuses and mistrust
- 2) Convince vs. Persuade
- 3) Know what to ask, when you don’t know what to say
- 4) Non-manipulative persuasion techniques
- 5) C.R.O.S.S. technique to influence and not tell
- 6) **“Value in Variety” Demonstration Experiential Activity**

Module 3: Handling Price Objections & Concerns

- 1) 12 techniques to handle objections
- 2) 10 price objections handling techniques
- 3) M.O.V.E. technique to handle real concerns
- 4) Using the R.O.L.E. model to get & give support
- 5) **Inter-teams Sales Objections Handling Competition Role-Play Workouts**

Programme Methodology

We include **humor and colorful stories** from our corporate management career as well as personal life to lighten the mood.

Pre & Post Training Assessments (optional)

A pre-training assessment is done at the start of the training and a post-training assessment at the end of the workshop

Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

Participants will be facilitated to talk about what have worked for them and what didn’t and the reasons for it as they have perceived it to be.

They will identify their own situations from case studies developed specifically within their own company context

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will give live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

Closing the Feedback Loop through Engagement (Action Planning & Role-play) Application Practice

Participants will then put what they have picked up into actions through actual case planning & role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

Application of Concepts

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work