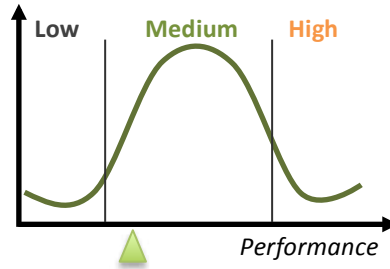
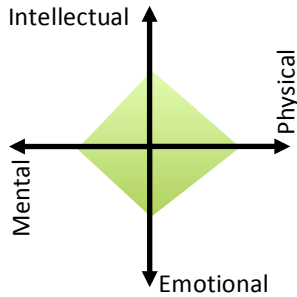


CHARISMA SELLING POWER CLOSING

Increasing Sales Performance through Power Networking, Verbal Influence & Enhanced Charisma

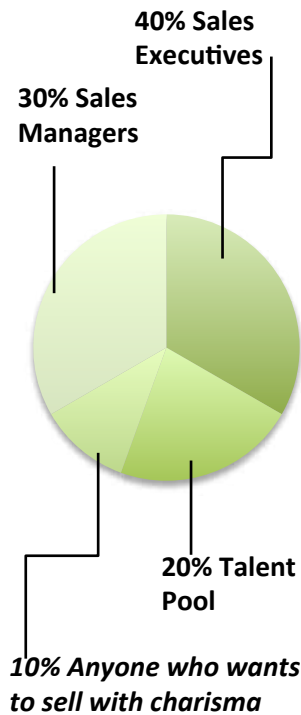


LEARNING MOOD

POTENTIAL MATCH

PARTICIPANT LEVEL

WHO SHOULD ATTEND?



LEARNING OUTCOMES & BENEFITS

- **Empower** your mindset with positivity and confidence
- **Increase** your overall verbal influence and vocal impact when communicating
- **Master** emotions and overcome nervousness, anxiety and uncertainty
- **Identify** prospects' needs and devise best approach strategy through profiling and tactful questioning
- **Explore** ways to leverage on company's resources and cost-effective relationship building strategies
- **Maximize** exposure and lead generation at any networking event
- **Effectively** handle objections and difficult prospects
- **Personalize** your selling experience with your own stories and know how to use them strategically
- **Effectively** leverage on every opportunity to increase interaction with prospects
- **Engage** clients at a deep, emotional level to build trust and increase word of mouth referrals
- **Learn** how to move from confidence to charismatic

SPECIALIST TRAINER

Richard La Faber,
Professional Pitcher,
Radio, TV & News
Personality,
Communication
Specialist, Voice Coach,
Speaker, Trainer, and
Developer of this
program.

TRAINING HOURS: 16
OPTIMUM PAX: 20

COURSE MATERIALS

Participants will walk
away with these
resource:

- A workbook for note taking and exercises during the training
- A post workshop manual for additional reading, appendixes and reference
- Voice training MP3
- Video recording of individual presentations (3 weeks after end of training)
- Group photo on day 2

EXECUTIVE SUMMARY

Hard selling is on the way out. Gone are the days when people fall for fast talkers and in-your-face sales tactics. With the power of the internet right on our fingertips, prospects and consumers are generally more well-informed (sometimes more informed) than the sales person. *So how do you get the edge to outperform the competition, win more clients, and dominate the marketplace?*

CHARISMA Selling. Attraction is now the new ingredient needed for any power-packed sales person, more so for premium products and services. While most will regard sales as a process of exchanging value for goods and services, the real pro knows relationships are needed for long term business, and relationship needs trust. With trust as the new currency, the sales person must now enhance their credibility, confidence and charisma, and attract clients to invest with them.

In this 2 days workshop with veteran communications expert and professional pitcher **Richard La Faber**, he will first get the sales person to look within themselves to tap on the power of positivity. With a renewed outlook and ability to master their emotions, Richard will then help them gain the edge by increasing their verbal influence and vocal impact. With all the time sales professionals spent talking to prospect, building relationships and influencing the sale, it is crucial that they sound convincing and confident, while at the same time caring and able to connect with their clients at a deep level.

A master networker, Richard will then share secrets on how to generate warm leads from any networking event, maximizing resources through strategic planning and tactful approach. He will also open the participants up to leverage on the company's various initiatives – workshops, trade shows, talks – to increase touch points with their prospects.

All sales people face rejections, and that's why Richard will prepare them with techniques on handling tough situations through the art of proper questioning, before going in for the Power Close. Always in the forefront of technology and working with Gen-Ys, Richard will reach out to the young sales executives and guide them to think-out-of-the-box on how to add value to their clients and their organization, with their own unique style and ingenuity.

At the end of these two days of highly informative, inspirational and insightful workshop, your sales professionals will walk out with renewed passion, upgraded skills and enhanced charisma.

METHODOLOGY

This highly interactive workshop is delivered with a combination of training techniques to ensure that the participants are always engaged and challenged to stimulate results.

Participants can expect:

- Dynamic presentations
- Video reviews
- Individual exercises
- Well-formed Feedbacks
- Trainer and peer review
- Activities to foster better understanding
- Inspirational messages that move and motivate

LEARNING

SUSTAINABILITY

RECOMMENDATIONS

- Optional ½ to 1 day follow-up training for Q&A, 3-8 weeks after the trainings

THE NET EFFECTS

*The biggest concern about sending your people, or yourself, to trainings, is that your investments are not justifiable. At Plaseed, when we brainstorm on how to enhance your training results, we have every intention to maximize your training dollars. Using the **Net-Effects** model, you will be able to notice positive changes in skills implementation, thinking process, work-related characteristics and other leading indicators that contribute to your organization's growth.*

BEFORE		AFTER
Distraction Can't get the prospect's attention, have to try hard to be heard, sound and look desperate	TO	Captivation Engage the clients with strategic story selling to close the deal, easily build rapport & relationship
Doubt Incongruent body language, vocal tone & bad choice of words causes disbelief for the listeners	TO	Trust Gain trust easily with strategic body gestures, convincing languages and words
Hopeless Feel lost when faced with rejection, lack motivation to perform, drag through the day	TO	Empowered Equipped with the right tools, skills and techniques to meet new clients and win their trust
Low Self Esteem Lack of confidence, insecure, cause prospects to lose trust, tremble with nervousness during Q&A	TO	Confident Prepares the sales pitch well, sure of own ability, handles Q&A with ease, even when don't have the answers
Unimpressive Easily forgotten, doesn't "stick" in the mind, feels inferior when being compared	TO	Influential Able to persuade decisions, convincing, portrays excellent leadership qualities
Ineffective Low closing rate, come back empty handed from events and company initiatives	TO	Effective Maximizes lead generation anytime, creative in approaching client, follow-up easily
Withdrawn Shy and quiet, afraid of interacting with people, doesn't speak up or stand out	TO	Charisma Captivate the audience, command respect and attention

COURSE CONTENT

<p>DAY 1 AM</p>	<p>INTRODUCTION & WORKSHOP OBJECTIVES</p> <p>POWER POSITIVITY</p> <ul style="list-style-type: none"> • The 7lbs Universe - The components of the unconscious mind • Have a Little Faith • The Importance of Positivity • The Road to Competence 	<p>THE JOURNEY TO EMOTIONAL MASTERY</p> <ul style="list-style-type: none"> • Fear reduction strategies • Reducing anxiety, state & emotion management tools • The Power of Affirmations <p>POWER VOICE</p> <ul style="list-style-type: none"> • Common speaking problems • Adding 'color' to your conversations • Enhancing tone, projection, pitch, volume • Increasing verbal influence
<p>DAY 1 PM</p>	<p>POWER CONNECTION</p> <ul style="list-style-type: none"> • Instant rapport 101 • Easy rapport building - 1-on-1 & small groups • Understanding visual representation • Crafting personal stories with embedded objectives/points 	<p>POWER NETWORKING</p> <ul style="list-style-type: none"> • The elevator pitch • Pre-event checklist • S.E.T. Method to maximise networking • Follow-up Mechanisms
<p>DAY 2 AM</p>	<p>POWER PRESENTATION</p> <ul style="list-style-type: none"> • 4MAT - Pitch preparation • Different Strokes for Different Folks - Prospect Profiling • Identifying the Needs behind the Wants • Phrasing & Emphasis 	<p>POWER POSSIBILITY & CREATIVITY</p> <ul style="list-style-type: none"> • GEN-Y: Thinking out-of-the-box • Ways to increase 'touch points' with clients • Using technology to build credibility • Tapping on passion to increase performance
<p>DAY 2 PM</p>	<p>LEVERAGING ON COMPANY'S PLATFORMS</p> <ul style="list-style-type: none"> • How to invite prospects to company events • Making prospects/clients feel special • Ways to add value and build relationship between clients <p>POWER QUESTIONING</p> <ul style="list-style-type: none"> • Handling objections • Tough clients • Sealing the deal 	<p>MOVING FROM CONFIDENCE TO CHARISMA</p> <ul style="list-style-type: none"> • Charisma Essentials • Modeling Excellence • Intimidation vs Attraction • Influencing Upwards • Reaching for the Stars <p>INSPIRATIONAL CLOSING</p> <p><i>* Course contents and flow are just for planning purposes only. The trainer(s) may reallocate the contents to enhance dynamism of the training, NLP interventions and on-the-spot coaching.</i></p>