

Advancing from "Receive order request" selling approach to "Propose solution" selling approach to create higher value for customer by solving problem of customer

## Advancing to "Solution Selling" selling approach

### ★ Enhance selling ability toward being solution consultant to customer

- ♦ Discover customer's issue to which customer wants to spend money
- ♦ Analyze customer/ market and own product/ service to find solutions can be delivered
- ♦ Communicate solutions following customer's purchasing decision making process and customer's psychology

Feature  
of WS

- ♦ Experienced Vietnamese Trainer will conduct the course
- ♦ The training result report containing test and practice result will be sent to participating company after the course

### □ Overview of the course

Day 1) HCMC: 24T11, HN: 8T12, 2022

Day 2) HCMC: 25T11, HN: 9T12, 2022

#### 1. What is solution selling

**Lecture:** Consulting way of selling in which identifying customer's unrecognized issue and proposing solution to the issue

**Practice:** Identify sample customer's issue about participant's own product/ service

#### 2. Mind-set for solution selling

**Lecture:** Not just follow request from customer, but put yourself into customer's view, obtain trust from customer and create value to customer

**Practice:** Self-evaluate mind-set for solution selling

#### 3. Identify possible solutions

**Lecture:** Analyze market and customer to know general issue, investigate own product/ service to find possible solution

**Practice:** Analyze market/ customer, Analyze product/ service

#### 4. Customer's purchasing decision making process

**Lecture:** Customer likes to buy things thru their own decision, not be pushed to buy by seller

**Practice:** Design solution selling story following purchasing decision making process

#### 5. Customer's purchasing psychology

**Lecture:** Customer will make decision based on their own measurement. Conduct selling activities from customer's point of view

**Practice:** Design selling activity considering customer's psychology

#### 6. Questioning, Listening, Talking

**Lecture:** Ask to make customer recognize own issue, Listening is thinking of customer's hidden issue, talk to questions to be made by customer

**Practice:** Practice solution selling in role playing

### □ Workshop information

Lecturer

Vietnamese professional (in Vietnamese)

Date & Time

Ho Chi Minh : 24 & 25, Nov, 2022, AM 08:30 ~ PM 05:00

Ha Noi : 08 & 09 , Dec, 2022, AM 08:30 ~ PM 05:00

Fee

Offline: 4,700,000VND/pax (include lunch, not include VAT)

Online: 4,350,000VND/pax (not include VAT)

Way of holding WS

Will be informed about 1 week before the WS date (Offline or Online)

**Please contact us now!**

#### International Management Training & Consulting

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