

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: 23rd May, HN: 04th June, 2024

Day 2) HCMC: 24th May, HN: 05th June, 2024

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 : 23 & 24, May, 2024, AM 08:30 ~ PM 05:00

Ha Noi : 04 & 05, June, 2024, AM 08:30 ~ PM 05:00

Fee

Offline: 5,100,000VND/pax (include lunch, not include 8%VAT)

Online: 4,700,000VND/pax (not include 8%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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