

Workshop Title

W.I.S.E (Workshop to Increase Sales Effectiveness)

Workshop Duration

2 days (0930-1800 hrs)

Workshop Objectives

By the end of the workshop, the participants shall be able to:

- a. Build a positive self-belief and enthusiasm for their role
- b. Acquire the tools & techniques critical in relationship management
- c. Create a self-improvement action plan for the coming month/quarter

Workshop Outline

Day	Time	Key Input Area	Duration	Training Methodology
I	AM	Role Clarification Job Purpose Goal Setting	1 hour	Instructor-led Discussion Self-Appreciation
		Managing Perceptions Paradigm Challenge	1 hour	'Who am I' Activity '9-dots' Activity Instructor Led Discussion
		Dream Big Achieve Big	1 hour	'Tower Building' Activity & Debrief
	PM	Sales Took Kit Administrative Skills Knowledge Communication Skills The YOU Factor	3 hours	Instructor Led Discussion Exercises Quiz
II	AM	The Sales Process - FIRDL Pre-Call, Call, Post-Call essentials	2 hours	Group Discussion Checklist
	AM-PM	Skill Drill Call Opening, Objection Handling, Closing Skills Telephone & F2F	5 hours	Scripting & practice, Role Play, Group Exercises
	PM	Dream Big Achieve Big in Action - Portfolio Building - Advising Clients	1 hour	Case Studies Exercises
		Action Plan	20 min	Individual Activity
		Feedback & Close		