



FIRST AID BUSINESS
SOLUTIONS

Talent Development Courses



A Member of FIRST AID GROUP[™]
INTERNATIONAL



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SOLUTIONS

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1. Professional Selling Skills

Outline of topics:

Introduction to professional selling:

- Professional selling introduction
- Professional selling skill set and mind set
- The perfect sales person - Activity

Module 1: The professional selling skill set

- Controlling a conversation
- Using the power of questions
- The OPEN question selling technique
(Operational, probing, effect and nail down questions)

Module 2: Listen and know your FAB - Features, advantages, Benefits (Skill set)

- The importance of listening
- Features, advantages and benefits
- Customer specific benefits
- Identifying customer's decision criteria

Module 3: Handle objections and close the sale

- Types of objections
- The APAC objections handling model
- Handling the most common objection "price"
- Nine closing techniques

Module 4 : The professional selling mind set

- The right state of mind to sell
- The more "No's" you get
- Visualize your sale
- Know what you're selling inside out.

Module 5 : Understanding buyer types and follow-up

- Understanding the different behavioral styles and personality types
- Find out your major behavioral style and personality type
- Selling to different personality styles
- After sales and follow-up





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2. Sales Management

A sales management primer

What is your job?
Sales Manager Versus Salesman.
The perfect sales person- Activity.

Module 1 : A Strategic look at sales management:

Sales management - is it strategic or tactical?
What are my CSF's? - Critical success factors.
SWOT and PESTLE analysis.

Module 2 : Sales Forecasting:

What is forecasting and how it can help sales performance?
Identify different forecasting methods.
Follow a simple 4 step process to create a sales forecast.
Avoid common forecasting pitfalls.

Module 3 : Sales Planning:

Setting up your sales strategy.
Put together the main components of your sales plan.
Specify sales tactics to achieve strategy
Sales planning best practice examples.
Practical skill practice activity - Create a sales plan for your sales operation

Module 4 : Sales performance management:

Setting sales objectives.
The 3 step sales performance control plan.
Guidelines for proper sales performance evaluation.
Handling the underperforming sales team member.

Module 5 : Motivating your sales team:

What motivates us?
Knowing your team inside out.
Creating a motivating environment for your team.
Understand the factors that combine and drive personal motivation.

Module 6 : Running effective sales meetings:

Effective versus badly run sales meetings
Planning your sales meeting sequence.
Successful sales meeting checklist.
Team huddle versus team meeting.





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3. Sales Territory Planning & Routing

Introduction: Quantity, Direction & Quality of sales

My circles of influence and concern.

Quantity, Direction & Quality.

Being efficient and effective.

Introduction – The 5 Step sales territory planning & routing

Step 1 : Sales Territory Analysis:

Territory competition analysis

Territory potential analysis.

Sales Territory SWOT analysis.

SWOT analysis skill practice activity.

Step 2 : Customer potential analysis and scoring:

Key customer potential concepts.

What makes a customer “Attractive”?

Collecting information about customer potential.

Calculating real customer potential.

Step 3 : Strategic Territory Objective:

Why set goals and objectives?

Setting strategic sales goals for your territory.

Making sure your goals are SMART

Step 4 : Territory Routing & Coverage Management:

What are territory routing patterns?

Accumulating effort across your territory.

Blocking your territory.

Using territory routing software.

Step 5 : Measure, Evaluate & take corrective action where needed:

Measuring and evaluating performance.

Taking corrective action.

Common sales activity time traps.





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4. Effective Communication

Outline of topics

Module 1 : How well do you communicate?

How well do you communicate dominoes exercise.
What makes a great communicator?
Introduction to the four basic principles of communication.

Module 2: Use Engaging Language.

Focus on Behavior, not personality.
Be specific.
Using "I" Messages and owning your language.

Module 3: Use the power of questions

Controlling a conversation.
Importance of questions.- Activity
Different types of questions
The questioning funnel.

Module 4: Use active listening

Evaluate your listening skills - self assessment.
Listening & Empathy.
Active listening tools.

- Encouragement
- Echoing
- Probing
- Paraphrasing
- Reflective paraphrasing
- Relating

How to listen better?

Module 5: Rapport & Understanding non-verbal communication

Importance of rapport.
Matching non-verbal communication
Discover some truths and myths about body language.
Demonstrate body language that engages others.





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5. Extraordinary Customer Service

Outline of topics

Module 1 : What do customers want?

- What customers want?
- Logic Vs Emotion
- Winning customers hearts
- Customers want CASH

Module 2 : This thing called "Loyalty"

- Defining a lifetime customer
- Drivers of customer loyalty
- Keeping Customers loyal and plus one's
- Why customers leave and cost of losing a customer

Module 3 : Measuring customer satisfaction:

- Importance of customer feedback
- Methods of collecting customer feedback
- What is NPS?
- Rate my NPS activity

Module 4 : Having The Right skills and attitude:

- Attitude, Skills and Knowledge
- Having the right service mentality
- Rapport = Results
- Strategies for building rapport

Module 5 : Value of a complaint:

- A Complaint is a gift
- Ground rules for receiving a complaint
- Avoiding customers hot buttons and forbidden language

Module 6 : Customer service techniques:

- Seven Diffusing techniques
- Disengaging
- Face saving out
- Empowering customers





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6. Stress Management

Module 1: Costs and benefits of reducing work-related stress

Impact and costs of stress on the organization
Benefits of tackling workplace stress

Module 2: What is stress/stressors and controls

An introduction to stress awareness
The fight or flight response
Is all stress bad for you?

Module 3: Recognizing the signs and symptoms of stress

The four sources of stress – emotional, mental, physiological and behavioural
The long-term effects of stress
Identifying your personal stress map





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7. Anger Management

Outline of topics

Module 1 : Anger Anatomy:

- Is anger good or bad?
- Five famous myths about anger
- Having the “Right Mind Set” for managing anger
- Physical effects of anger

Module 2 : The Anger Management Skill Set:

- Having the “Right Skill Set” for managing anger.
- The 4 deep sources of anger.
- The assertive statement to communicate anger.
- Rules of assertive behavior.

Module 3 : The Anger Management Process:

- My personal anger assessment – Self-assessment.
- A four-step process to effectively express your anger.

Module 4 : Handling Anger in Others:

- The importance of listening.
- Summarizing and reflecting back what was said.
- Reflecting emotions and reframing statements.
- Three-step technique for handling anger in others.





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8. Conflict Resolution

Outline of topics

Module 1 : Conflict Resolution Primer:

- Is conflict good or bad?
- Potential benefits of conflict.
- Cost of conflict.
- Defining workplace a conflict.

Module 2 : Conflict Anatomy:

- The Four possible conflict outcomes.
- Conflict resolution styles.
- Find out your preferred conflict resolution style - self-assessment.
- Conflict analysis worksheet.

Module 3 : The Language of conflict resolution:

- The importance of using the right language when resolving conflict.
- The six conflict resolution language fundamentals.

Module 4 : The Conflict resolution process:

- The conflict resolution process.
- The conflict resolution process skill practice activity
- Games and Conflict resolution.
- Counter tactics and dealing with games.

Module 5 : Mediating conflict:

- What is mediation?
- Characteristics of a mediator
- Key mediation tips.
- The Four steps of mediation.





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9. Negotiating with Results

Outline of topics

Module 1 : Introduction to negotiation

Identify the qualities of successful and unsuccessful negotiators.
Define negotiation and provide examples of when you have negotiated in and outside work.
Identify a negotiation situation you will practice during class.

Module 2 : Personality types

Explain the benefits of knowing personality styles.
Explain the behaviors as well as the strengths/weaknesses of each personality style.
Identify your own personality style.
Identify how to work more effectively with each personality style while negotiating.

Module 3 : Personality types

Explain how to choose a negotiation strategy based on relationship and results.
Define positional bargaining.
Identify the differences between " Soft" and " Hard" negotiating.
Define principled negotiation.
Identify the four steps in the negotiation process.

Module 4: Preparing for negotiation

Identify fears and " hot buttons " as well as strategies to overcome them.
Identify areas to research on your side and on your opponent's side.
Define your BATNA (best alternative to a negotiation agreement),
WATNA (worst alternative to a negotiation agreement), WAP (walk away point
and ZOPA (zone of possible agreement).
Skill practice: Prepare for your personal negotiation situation.

Module 5: Opening the negotiation

Explain how to create a positive first impression.
Explain the importance of "small talk" and finding common ground in negotiation.
Explain how setting ground rules can influence a negotiation.
Identify important negotiation ground rules.

Module 6: Exchange information and bargain

Explain how to initially exchange information.
Identify contingency plans for unfavorable situations.
Explain bargaining techniques.
Explain strategies for inventing options for mutual gain.

Module 7: Handle opposition

Explain strategies to bring your opponent from NO to YES.
Identify strategies to deal with negative emotions.

Module 8: Close the negotiation

Explain how to move from bargaining to closing.
Explain the closing process.
Practice your personal negotiation situation and get feedback from other participants.





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10. Building High Performance Teams

Outline of topics

Module 1: Introduction to teamwork

- Why companies have teams?
- Defining a team
- Are we all pointing in the same direction?
- Common team goals

Module 2: Characteristics of high performing teams

- The Ten characteristics of high performing teams
- “The Kelly affair” – Team communication activity
- The Three components of trust – Trust exercise
- Crossing the line together – Cooperative relationships activity

Module 3: High performing team members

- The Nine team roles.
- Find out your team role – Self-assessment.
- The perfect team member - Activity
- The Ten characteristics of high performing team members





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11. Business Etiquette

Outline of topics

Module 1: Professional Business Introductions:

Proper business introductions and making a great first impression.
The proper handshake.
Social and business introductions.
Business cards and introductions.
Etiquette status cards skill practice activity.

Module 2: Business Meetings Etiquette:

Are meetings a waste of time?
General business etiquette guidelines..
Arriving early and arriving late.
Seating etiquette considerations.

Module 3: Telephone Etiquette:

First impressions - Activity.
Preparing before you call.
Telephone etiquette and protocol considerations within a business setting.
Basic telephone etiquette.

Module 4: Business Attire:

The importance of proper business attire.
Proper business attire for women.
Proper business attire for men.
What exactly is “Business Casual”?

Module 5: Business Correspondence Etiquette:

Written communication etiquette guidelines.
E-mail etiquette.
Before you hit “Send”.

Module 6 : Managing yourself:

Setting goals.
Making your goals SMART.
Plan your success.
Evaluate priorities.
Analyze your current use of time.
Deal with procrastination.

Module 7 : Managing your work environment:

Identify time bandits.
Brainstorm solutions for time bandits.
Manage your meetings effectively.
Organize your workspace.





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12. Vision and Passion to Serve

Outline of topics

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13. Time Management

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Explain the closing process.
Practice your personal negotiation situation and get feedback from other participants.

