



持續教育學院
School of Continuing Studies
Value-added Selling Skills and Value Creation
(加值銷售技巧與價值創造)

Course Introduction 課程簡介

Shareholders expect companies to create value. Our bosses want us to add value. Customers ask for added value. All these may sound confusing, but they are interrelated. The way to compete nowadays is through Value-Added Selling.

Value-Added Selling competes on VALUE, not price. Value-Added Selling is a process and it is a way of conducting business. It requires our sales professionals to sell at three levels –product, company, and the sales professional’s commitment to deliver.

Value-Added Selling is different from generic selling in that it requires both proactive and defensive selling strategies, and along with the strategies, specific tactics, selling skills and techniques necessary to close, secure and maintain the orders. ‘Proactive selling strategies’ refers to the whole process of selling starting with having the right strategies for target account selection, positioning, and differentiation to presenting, handling objections, closing and securing the order. ‘Defensive strategies’ refer to serving, relationship building and maintenance, and value reinforcement, i.e. consistently reminding the customers of the performance value (quantitative results) and qualitative value (benefits) we bring.

Sustained long-term relationships with repeated sales to customers both increase revenue and reduce costs because repeated sales reduce selling time another administration costs, thus improving profitability and company value.

This program will examine the process of Value-Added Selling with emphasis on the skills and techniques of opening, closing and securing sales, in addition to acquiring the skills to maintain, retain, and further develop long term relationships with the customers.

Course Outline 課程大綱

Value-Added Selling

- What is Value-Added Selling?
- How to Define Value?
- Value-Added Selling Process
- Proactive and Defensive Strategies for Value-Added Selling
- Skills and Techniques for Value-Added Selling
- The3 –Levels of Selling

Value-Added Sales Calls

- Conducting the Opening -how to open the sales call
- How to Link to the Next Stage

Needs Analysis Stage

- Situational Questions
- Competitive Questions
- Projective Questions
- Conclude and Summarize Needs

Presenting the Sales Solution and Clarifying Queries

- Start with the Conclusion –i.e. Overview Statement
- Present all Features and Benefits for All 3 Dimensions
- Sell to the Customer’s Style
- Ask Involvement Questions
- Handling and Responding to Queries and Objections to Clarify
- Asking for a Commitment for Action

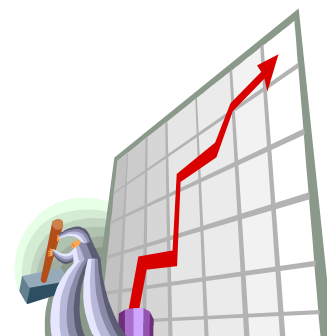
Relating Value-added Selling to Value Creation

- The Quest for Value
- How to Translate Value to the Customers to Value Creation for the Organization
- A Win-win Value Proposition for the Customers, You and the Organization

Learning Objectives 教學目標

At the end of the workshop participants will be able to:

- Understand the whole process and steps relating to Value-Added Selling
- Sell at 3 levels –product, company and commitment to delivery of self
- Conduct Value-Added sales calls
- Acquire skills and techniques of Needs Analysis stage
- Plan and present sales solutions or options
- Handle, respond to queries and objections to enhance your sales
- Close –ask for a commitment to action



Target Audience 對象

Sales Professionals and Executives, Sales Managers, Technical who needs to partner Sales Professionals to conduct sales;

銷售專才及行政人員;銷售經理;與銷售人員合作進行銷售的技術員。

Instructor 導師簡介

Weelan HO 何慧蘭 小姐
Principal and Director of PGA Consulting Limited
Director of Ascent Global Services Pty Ltd (Australia)
Accredited Myers-Briggs Facilitator
Certified Trainer

About Weelan Ho

Weelan graduated from the University of London with BSc (Econ), and a Master degree in Business Analysis with the University of Lancaster in England. She has always worked internationally, bringing with her 20+years of experience helping clients improve organisational productivity, efficiency, quality, service and bottom-line results through consulting, training, coaching and organisation development

Weelan works closely with all levels of management as they are the pillars of the organisation. Her in-depth knowledge of operations, processes, human performance, and behaviours makes her uniquely suitable to be a good coach and effective facilitator.

Currently, as the Principal for PGA Consulting Limited, she works with a variety of clients including multinationals, SMEs, family-owned enterprises (FOE) across Asia Pacific in multiple industries, as well as collaborating with institutes such as the Hong Kong Management Association, in addition to conducting open training programs for PGA Consulting Limited.

Weelan writes articles relating to leadership, change management, talent management, customer service, learning and personal development that are published in T/Dialogue and E-news for the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT). She reads, writes and speaks a few languages including English, Cantonese, Putonghua and the Malay Language in addition to speaking other Chinese dialects.

Medium of Instruction 授課語言

English and Supplemented with Cantonese and Putonghua depending on the needs, requirements and preference of the participants. Course material will be in English unless specifically requested for customized in-house training. 英文輔以中文及普通話教學; 視乎學員或課程的需要。而教材將採用英文教學; 內部培訓要求除外。

Venue 上課地點

Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

Course date & time 上課日期

18 Jan, 2014	Sat 09:30 to 18:00	(Total hrs: 7.5)
--------------	--------------------	------------------

Tuition Fee 課程費用

MOP 2,200

Class Size 收生名額

15 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime).

Therefore, student is advised to consider carefully about the course time and personal situations before application.

所有費用一經繳交, 恕不退還或轉讓(本院取消開辦該課程除外)。因此, 報讀者於報名前, 請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

Enquiries 查詢

Tel: 8796 1999 / 8796 1998

Email: scs@must.edu.mo

Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

The School of Continuing Studies develops life-long learning opportunities. Should you wish to receive information on our programs / courses, please send us an email (to scs@must.edu.mo) stating your email address in your email and "Join the mailing list" in the Subject line.

持續教育學院致力開拓終身學習機會, 如欲收到本學院之課程資料, 可發電郵至 scs@must.edu.mo, 並提供閣下之電郵地址, 標題主旨為 "加入通知群組"。

We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.

我們亦為機構/政府部門/學校等提供內部培訓, 按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。