ClarkMorgan
Evolving People

How to Sell for Tangible Results

27th August 2020

FREE TASTER ONLINE SESSION
FOR HR & TRAINING & SALES LEADERS

Selling is becoming more challenging with competitive situations, highly knowledgeable customers, limited budgets as well as easy access to information. The Customer buying process focuses on the premise that Customers WILL buy when the value we provide outweighs the needs they have and the issues existing are serious enough. The CASH sales process works on highlighting their situations by uncovering existing needs, identifying possible opportunities and highlighting the consequences of inaction.

Learning outcomes:
- Clearly identify customer needs before pitching your value
- Move from order taking to selling your products/services
- Handle any objections or push back in a professional manner
- Critical understanding of a customer's business and their situation
- Create trust and maintain relationship throughout your sales interaction.

In our demo, we will share:
- The "CASH" model & the benefits of using it
- Identify areas your salespeople could strengthen to differentiate your services
- Help Customers "see" the urgency for the solution at hand
- Group Practices
- Q&A

WeChat

REGISTRATION CONTACT
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DATE
August 27th, 2020

TIME
14:30 - 16:30

TRAINER
Raju Sajnani
Trainer & Facilitator

LANGUAGE
English

PLATFORM
Zoom Webinar
The demo room information will be sent to your email in the registration confirmation letter.

AGENDA

- Initial discussion – Challenges of Sales
- Background of CASH model
- Questioning Exercise – Identifying our existing methodology
- Applying the "CASH" Model
- Feedback and Insights – from practice session
- Q & A

Initial discussion – Challenges of Sales

Intended to get everyone involved and to understand what are the common challenges faced by Salespeople in ALL industries. The changing trends in Customer buying behaviors and the downside of not changing our approach with them.

Module#1 – Background of CASH model?

Understanding why this model came about? Why it is effective and what are the usual errors that our salespeople commit?

Module#2 - Questioning Exercise – Identifying our existing methodology

Identifying what our salespeople are doing now – looking at the current methodology and the effectiveness of our execution. Groups will have a chance to assess the quality and effectiveness of other groups so we are able to determine a more incisive and effective approach.

Module#3 – Applying the CASH model

Now we use the "CASH" approach to determine the difference with our previous and existing approach. This will really just be a taster as practice and time is required to fine-tune and hone our skills in order to ensure that it becomes an extension to our natural selling style.

Module#4 – Feedback & Insights from Attendees

YOU have a chance to comment and express your feelings towards this new approach and decide how effective this new approach can be for your customers, salespeople, your products, & your company business and revenue streams.

Q & A – For any clarifications.

People may have questions on how effective these skills would be in their own industries as well as how they would go about internalizing these skills into their company culture to ensure that training is done for a tangible result and it is recognized as an Investment to the future success of your salespeople and the company.

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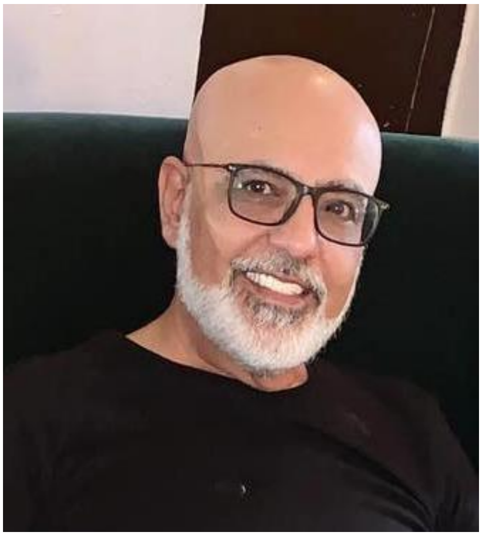
TRAINER PROFILE

Raju Sajnani



Training/Coaching Experience
Over 30 Years

Accreditations
- Licensed Instructor for Dale Carnegie
- Licensed Instructor for "SPIN" Selling
- Licensed Instructor for Achieve Global

Nationality: Hong Kong born Indian (based in Hong Kong)
Language: Cantonese, English & Hindi

Raju S. is a seasoned facilitator with over 30 years' experience training and coaching sales practitioners. He has trained in a diverse range of industries including insurance, finance, technology, chemical, manufacturing, medical and hotel.

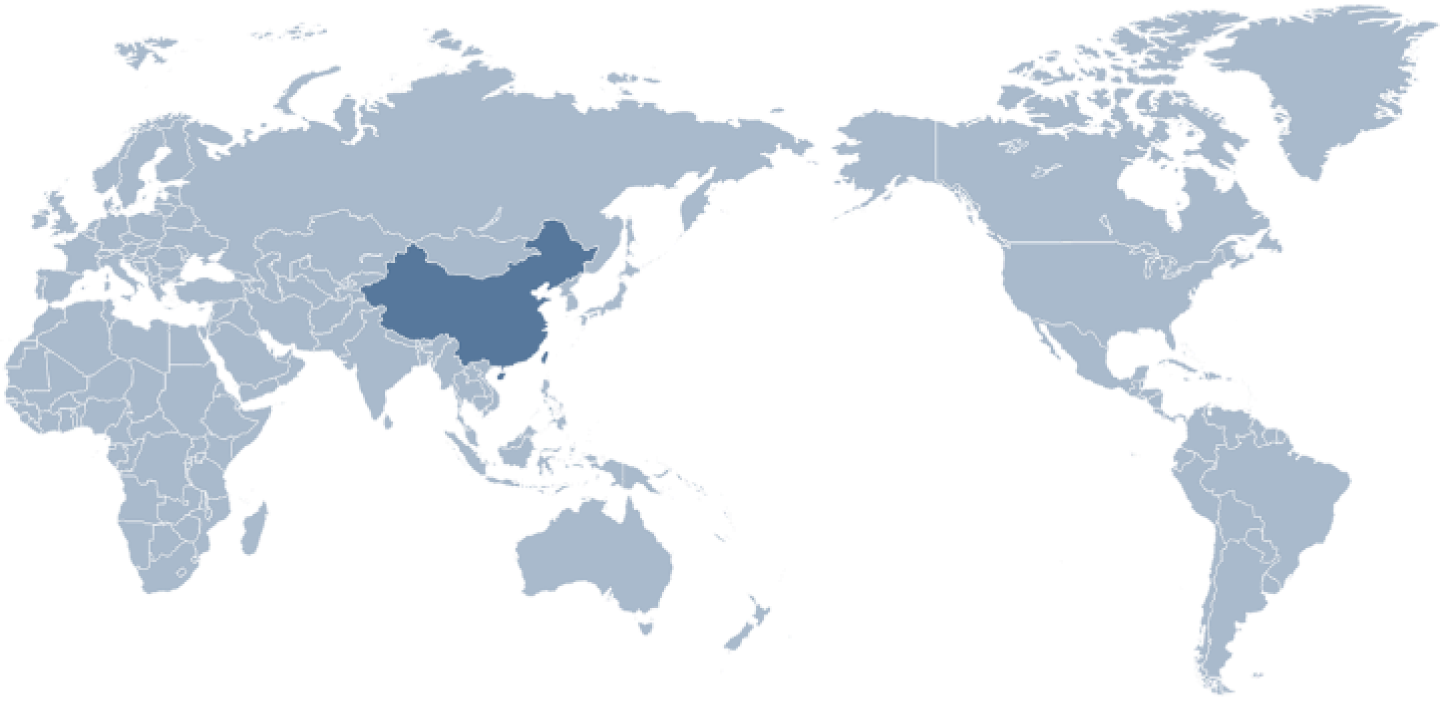
A Hong Kong resident for over 55 years, brought up in a multi-cultural environment, speaks fluent English, Cantonese and Hindi, Raju travels frequently around Asia Pacific / USA & Europe to deliver trainings.

He was one of the Directors for Dale Carnegie Hong Kong for 4 years. In 2002-2003, he was appointed by The Chinese University of Hong Kong as Adjunct Associate Professor in the Office of University General Education and was offered an honorary appointment of Module Director of the Leadership Skills Training Module of the Leadership Development Program (LDP) at the University. Raju joined Huthwaite as Senior Consultant in 2004. He was one of the first batches of Huthwaite trainers certified to facilitate SPIN programs in Asia.

He is described by participants as engaging, dynamic and energetic. His enthusiasm and commitment to helping clients achieve business results has won him a record of training success. Raju is outgoing and employs participative methods in his training ensuring that every participant in his class has the opportunity to gain from the session. He creates an atmosphere of sharing and open discussion whereby all the participants are willing to get involved in the session in order to ensure that there is a benefit to everyone in class.

Raju is also the author of the book - **The "P" Factor – Dealing with the Dynamics of ever changing People.**

Some of Raju's Clients
Apple Computers, Bank of America Merril Lynch, BaxGlobal Shenker, Beauford Ipsen, Cathay Pacific, China Telecom Americas, China Telecom Global, Citibank, Credit Suisse Private Banking, Dao Heng Bank, DFS, Guardian Insurance, HK Trade Development Council, Holiday Inn Golden Mile, HSBC Private Banking, Jardine Insurance Brokers, Le Meridien Cyberport hotels, Li & Fung-Trinity Limited, Merck Sharp & Dohme, Nestle Hong Kong, Novotel Century, RGA Re, SwissRe, and, Walgreen Boots, Warner Lambert (Parke Davis),Wing Hang Bank, etc.



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