

STRATEGIC SELLING: FROM CUSTOMER INSIGHTS TO CLOSING TECHNIQUES (TGS-2024041576)

Course Objectives

Welcome to our Strategic Selling: From Customer Insights to Closing Techniques course, designed for sales professionals seeking to elevate their skills and adapt to the ever-evolving landscape of consumer behavior. Whether you're an experienced salesperson, aspiring to enter the sales profession, or aiming to enhance your sales closing techniques, this course is tailored to empower you with the knowledge and skills necessary for success in today's dynamic market.

Learning Content



- Identify various aspects of customers, including demographics, lifestyle, purchasing power, behaviors, and cues.
- Examine the diverse range of customer buying motives caused by functional and emotional motivations
- Analyse key competitors and their product offerings to gain an understanding of the competitive landscape.
- Explore effective sales closing techniques and strategies to guide customers' focus towards specific merchandise.
- Monitor organizational procedures related to closing and processing sales such as the use of Point of Sale (POS) terminals, cashless transactions and document supplies.
- Organise cash float and supplies of cash change to ensure accuracy and seamless transactional process.
- Prepare cash collection and report documentation for cash collection and other discrepancies.

Course Details

- 2-day course (12 hours)
- \$500 nett
- Classroom learning
- Written assessment & role play assessment
- WSQ E-Certificate (Statement of Attainment)

STRATEGIC SELLING: FROM CUSTOMER INSIGHTS TO CLOSING TECHNIQUES (TGS-2024041576)

Classroom

Facilities: Projector, whiteboard



Information on Training Provider

- Training provider: Igive Academy Pte Ltd
- Senior management staffs: Ms Tan Ling Ling, Mr Loo Yee Khang, Ms Loo Si Le, Ms Lee Cheng Khiaw
- Trainers: Ms Tan Ling Ling, Mr Loo Yee Khang, Ms Loo Si Le, Ms Lee Cheng Khiaw, Mr Neo Wei Woon (ACTA/ACLP certified)
- Office located at: 25 Kaki Bukit Road 4, #06-46 Synergy@KB, S(417800)
- Email: Admin@igiveacademy.com



Training: Curriculum developers, Subject matter experts, Trainers, evaluation & assessment

Support: Administrative, Marketing & communications, IT & technical