

“STOP SELLING”

Accelerate Your Business in Asia

Date: March 17-18, 2010

Location: Shanghai

PROGRAM REVIEW:

This is the philosophy on which we base our “Stop Selling!” approach. What we offer is more than skills training. We aim for achieving a fundamental change in people’s belief systems, which will, in turn, result in a positive shift of the relationship between the buyer and the seller.

Our approach goes beyond the consultative selling method, which presupposes that the seller fully understands his customer’s situation and challenges. As this is not realistic - no seller lives in the complex world of his customer - the consultative selling approach presents a clear limitation.

“The task of the seller is to draw attention to an attractive vision of the future, highlighting potential benefits and gaps that need to be bridged, all the while refraining from blatant interference. Sellers should help the prospective buyer only by coaching him through his decision-making process. Doing so, they will witness the growth and evolution of their customer, who will not be the victim of circumstances and limitations, but will have a clear vision to create new value for his organization.”

Charlie Lang



For this program, you will do a personal assessment on-line before arriving. The report of this assessment will be used during the program to help you identify your preferred behaviors, strengths and areas for development.

How this program is special

- **Content**

It is based on the new sales paradigms of “Unlock the Game™” by Ari Galper and “Buying Facilitation©” by Sharon Drew Morgen, further developed and adapted to the Asian business environment. The delegates will get a deeper insight into their own personal strengths and areas for improvement through the use of Harrison Assessments.

- **Methodology**

We use a highly effective approach combining group coaching, facilitation, case studies and ‘real plays’ to develop a positive mindset. Through practical skills training methods we help finance professionals perform business more successfully.

- **New thinking** and related new behaviors need practice to develop in more successful habits. Therefore, this program includes a 60mins follow-up group coaching session (by phone conference) within 3-4 weeks after the 2-day seminar.

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WHO SHOULD ATTEND:

The course is designed for anyone who wants to sell more in less time with higher profit margins even during a time when the only sales strategy seems to be to lower prices.

We'll show you a way that protects if not increases your margins while reducing the length of the sales cycle.

WHO SHOULD ATTEND:

- To achieve a positive change in your belief system and learn the 3 secrets of building true trust
- To get a deeper understanding of the dynamics of the buying process
- To learn how to coach the buyer to accelerate the decision-making process
- To understand how this new approach leads to a better quality buyer-seller relationship and, subsequently more sales

PRACTICAL INFORMATION:

Participants in this personal journey can experience:

- Saving time and money due to considerably increased efficiency.
- Enhance sales performance because you stop wasting time with 'mis-leads'
- Improved sales revenue by closing effectively.
- Improved business because of a higher value perception and through long-term trusted relationships.

Testimonials:

“ I have been recording my selling progress, and have certainly noticed a change in my and the potential clients reactions through the whole experience.

The program is proving very worthwhile. Lots to keep working on, but that's progress. ”

----- Oliver Love, Senior Consultant
Active Communication

“ Excellent! You will improve! ”

----- Senior Consultant
Excalibur

“ The content of this training was very meaningful to me. I will apply in my work what I learnt. ”

----- Business Development Executive
Goodman Fielder

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WHAT DELEGATES WILL BRING BACK:

- A new, highly innovative and considerably more successful approach towards building your profitable business
- Practical tools to develop immediate rapport with your potential clients
- A deep understanding and related skills for what it takes to develop highly trusted relationships
- Coaching competencies to accelerate your clients' decision making process
- Introduction to Higher Ground Negotiations !
- Toolbox for developing Unique Buying Propositions that answer the question: “Why should I buy from you?”

PRACTICAL INFORMATION:

Dates & Time: Wed/Thu, Mar 17-18, 2010, 9.00am - 5.00pm

Pricing and Registration:

Cost for 2-day program: \$5,500RMB per person
Includes Harrison Assessment (value \$500RMB)

10% early bird discount for registration before 03rd Mar, 2010
15% discount for Professional HKICC members

Price includes 2-day program from 9.00am to 5.00pm, Harrison Assessments report, 1 follow-up group-coaching call (60mins), documentation and participation certificate.

For inquiries, call +86 139 178 41 415
or email raf.verheyen@progressu.com

Testimonials:

“ It’s one of the best programs I attended and will recommend it to other colleagues. ”

----- Sales Manager
Bayer MaterialScience

“ This training is very rewarding and useful. ”

----- Sales Executive
Bayer MaterialScience

“STOP SELLING!”

Your Coach Trainers

FACILITATORS:

To attend fully to your and your fellow program participants’ development, two facilitators work with a group limited to 15 executives. This means a truly unique ratio of participants and facilitators



CHARLIE LANG

Trainer & Executive Coach, Managing Partner of Progress-U Limited

Charlie Lang is known for his innovative approaches towards leadership. He combines the latest findings in research combined with his own experience in international management and leadership (13-year corporate career, as Managing Director and VP Sales and Marketing). He is the author of “The Groupness Factor”, a book on First-Class Leadership which was published in August 2005.

His articles got printed in Human Resources, CareerTimes, FZ Asia Magazine, AsiaPreneur, South China Morning Post, Banking Today and many more. He delivers a 120-hour course on coaching at the University of Hong Kong. He is a highly experienced executive coach, and the President of the Hong Kong International Coaching Community.



RAF VERHEYEN

Trainer & Certified Coach, Director Business Development at Progress-U Limited

When conducting sales training, Raf can draw from some remarkable experiences in sales. In his previous career as Regional Sales Manager in China for one of the leading multinational organizations, he was granted the ‘Best Sales Performer’ award several times and his excellent performance and competences were featured frequently in the corporate newsletter.

In 2008, he started working as Business Development Director at Progress-U, developing business in a new industry (coaching & training). Despite the economical downturn and the unfamiliarity with this new industry, Raf succeeded in cultivating new key accounts such as Alcatel-Lucent, BASF, Kimberley Clark, Volkswagen, Michelin, Safmarine, Bureau Veritas, Puma, DMG, etc...

Being a successful sales performer himself, Raf is able to assist his clients in not only adopting the optimal sales mindset and develop related skills, but also how they can apply them to real life in order to achieve excellent sales performance on a day to day basis.

For registrations and enquiries, please contact: +86 139 178 41 415 / or raf.verheyen@progressu.com