

Sales and Communication Management

A strong and effective sales team is often key to the success of a company. Typically the main revenue generator, the growth of a company is often determined by the effectiveness of the sales team. However, with the growing affluence and changing purchase patterns of the general consumers, it is a challenge to develop a sales team that is able to understand the consumer of today and fulfill their needs.

The Sales and Communication Management Course adopts a systematic and structured approach in equipping participants with a firm underlying foundation. Covering the various aspects of sales and communication, participants will be taken through a step-by-step process offering both theoretical and applied perspectives. Through various learning methods including hands-on activities, group discussions and management games, the course is ideal for staff in the field of retail and sales management.



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Course Outline

- Definition of professional sales
- 9 steps sales model
- Consultative sales approach – Becoming a 6 Hats sales person
- 5 steps consumer buying behaviour
- 8 steps organizational buying behaviour
- 6 steps effective communication model
- Successful sales and culture context
- MBTI psychological types and communication style
- Communication style and closing techniques

Who Are We

SFIC Institute is a human capital solutions provider established in response to the needs of a rapidly evolving workplace environment. We offer development courses for a wide spectrum of industries.

Adopting an educational model that couples academic knowledge with applied experiential training, we advocate a holistic learning system to better equip students with the skills and mindset to cope with their work challenges. Innovative and unique training methodologies are also engaged to inspire creativity in our students.

In keeping up with the management and technological advancements of today, it is vital for workers to enhance their employability through upgrading of skills. At SFIC Institute, we ensure the relevance of our curriculum by keeping abreast of the latest industry developments. This helps to ensure a competitive edge for our graduates.

Our Courses

SFIC Institute offers a full range of courses catering to varying needs of different industries. These include both knowledge and skill-based courses in diverse areas such as Business, Design, Service, Leadership Development, Manufacturing Technology, Consultancy and many more.

Taught by industry professionals specifically selected for their experience and teaching skills, our courses are also tailored for employees of different work capacities, from operational to supervisory and managerial levels.