

“FUNDAMENTAL AND THE ART OF SELLING”

By: Nguyễn Sinh Mỹ, MBA (USA), M.sc (UK),
nguyensinhmy@gmail.com

SALES OVERVIEW

- Selling is a marketing function that involves determining clients' needs and wants and responding through planned, personalized communication that influences their purchase decisions and enhances future business opportunities
- Types of selling: B2C sales, B2B sales, B2G sales, G2G sales
- Selling skills:
 - Determine clients' needs, wants, and buying motives
 - Open and close sales
 - Question clients
 - Handle customer objections
 - Suggest additional or substitute items
 - Demonstrate products
 - Follow up on sales
 - Distributor development

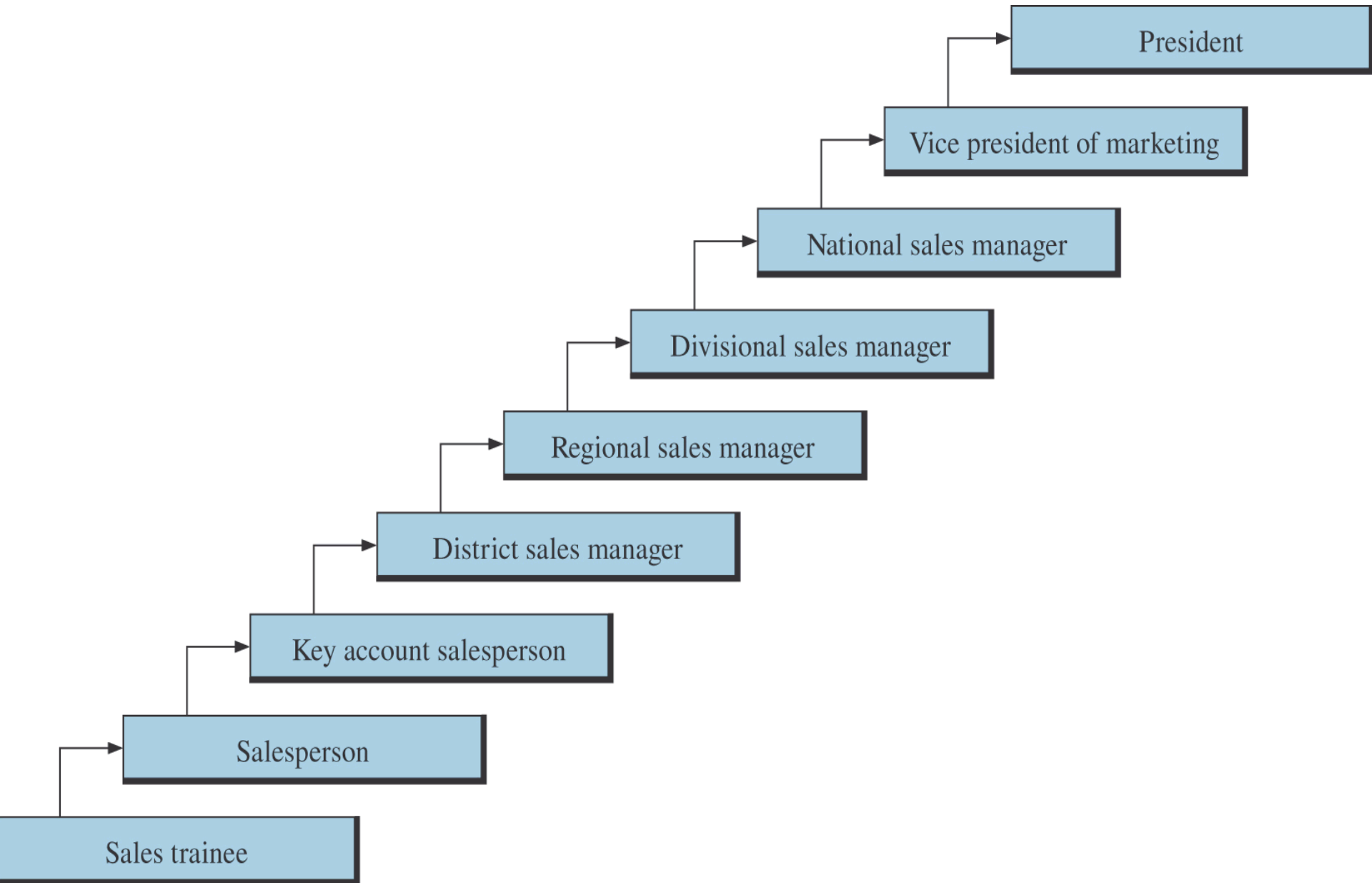


BENEFITS OF SALES CAREER

- You will develop skills which will lead to more career opportunities
- Limitless earning potential
- Flexible working hours
- You will broaden your professional network
- Continuous learning and professional growth
- Satisfaction guaranteed



SALES PERSONNEL CAREER PATH



GROUP DISCUSSION & PRESENTATION

“PERSONAL IMAGE”

PERSONAL IMAGE



PROFESSIONAL FASHION STYLE

- Beautiful, polite, professional
- Suitable, luxury



STRONG BODY – GOOD HEALTH

- Full energy
- Good appearance
- Positive thinking



PERSONAL HYGIENE

- **Bathe regularly.** Wash your body and your hair often
- **Trim your nails.** Keeping your finger and toenails trimmed and in good shape will prevent problems such as hang nails and infected nail beds
- **Brush and floss.** Ideally, you should brush your teeth after every meal. At the very least, brush your teeth twice a day and floss daily.
- **Wash your hands.** Washing your hands before preparing or eating food, after going to the bathroom, after coughing or sneezing,

EMOTIVE LANGUAGE

- **Emotive language** is used to create a particular emotional response in the client

- **Effects**

+ Can create strong feelings such as anger, guilt, joy, concern, empathy, hope, etc

+ Involves the audience in the text

Examples:

+ I am very **happy** that you decided to come.

Drink coke, you'll **love** it

- Emotive language is a type of diction that can be used to persuade the client

- Should be used purposefully and mindfully

And

- Any words that cause bad emotional reaction to audience, we should put that in the recycle bin.

EMOTIVE LANGUAGE

- **Negative Emotive Words**

liar, cheat, lazy, rude, thoughtless, disgusting, slimy, sleazy

- **Positive Emotive Words**

beautiful, friendly, intelligent, talented, athletic, kind, thoughtful

- **Evaluative or Value-laden Words**

important, valuable, significant, innocence, guilt, serious

TONE OF VOICE

- Use your voice properly with the right pitch, volume, and speed
- use your pitch or tone of voice to stress the important aspects of what you are speaking
- Use your sweet, soft tone of voice when communicating with clients

GROUP DISCUSSION & PRESENTATION

“PERSONAL CHARACTERISTICS”

PERSONAL CHARACTERISTICS



PERSONAL CHARACTERISTICS

- Care for the customer
- Take joy in their work
- Find harmony in the sales relationship
- Have patience in closing the sale
- Be kind to all people
- Have high moral ethics
- Be faithful to one's word
- Be fair in the sale
- Be self-controlled in emotions

THANK-YOU