

RELATIONSHIP SELLING

- THE SUN TZU WAY

Introduction

Sun Tzu wrote the Art of War on bamboo strips about 500 B.C. It has not only exerted tremendous influence on modern military thinking globally, it has also been modified and applied effectively to the business world today. But what does Sun Tzu's Art of War teach us about Relationship Selling? Interestingly, Sun Tzu's Art of War is really about "winning without conflict – the crux of successful Relationship Selling". Imagine that! One of the oldest books in history is about win-win thinking - the heart of selling. A win by the salesperson must be win by the customer.

The underlying concepts for winning have not changed. We can go back to Sun Tzu for fundamentals and take this simple wisdom forward to modern times to apply it to success in selling. When Sun Tzu's concepts are applied to selling, everyone benefits because almost everything we do involves selling. Knowledge of the strategies and tactics of selling can enhance business and personal life.

Our programme's objective is to share Sun Tzu's timeless wisdom to crystallise and reinforce concepts for success in selling. Although nothing is really new, everything can be seen in a new light. The old works; integrate the new, and the result is better.

To subdue the enemy without fighting is the supreme excellence

The best policy is to attack his strategy,
Second best is to disrupt his alliances through
diplomatic means.

Next best is to attack his army in the field.
The worst policy is to attack walled cities

- Sun Tzu



SECRETS OF RELATIONSHIP SELLING

- ✓ Occupy the high ground – think positively
- ✓ Be willing to lose – take risks
- ✓ Be flexible – change your tactics to fit changing circumstances
- ✓ Seize the initiative – beat your competitors to the punch
- ✓ Win without fighting – develop a superior strategy
- ✓ Consolidate your achievements – sell solutions

Centre for Customer Care (CCC) Malaysia

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Master Consultant for:



SALES EFFECTIVENESS

Self-Assessment based on 7 Competencies:-

1. Temperament/Disposition
2. Organisational Skills
3. Active-Listening Skills
4. Communication Skills
5. Relationship-nurturing Ability
6. Exceeding Customer Expectations Skills
7. Drive and Persistence Skills

- Group Discussion*
- Understanding the 7 Competencies*

PERSONAL STRENGTH

1. Meet the enemy
2. Knowledge leads to Victory
3. Be professional
4. Occupy the High Ground
5. Be an Expert
6. Understand Selling as a Process
7. Be Organised – Have a System
8. Get Better and Better

PLANNING WISDOM

1. Get your Strategy right
2. Win Without Fighting
3. Know your Competitor
4. Aim for BIG Wins
5. Learn from Lost Sales

WISDOM FROM INITIATING ACTION

1. Seize the Initiative
2. Feed the Funnel
3. Sell from Strength
4. Teamwork works
5. Time and Timing Aid Victory
6. Be a Gorilla – or Be a Guerrilla
7. Take Calculated Risks
8. When things go wrong

WISDOM FROM STRUCTURING THE SALE

1. 1ST Step: Create a Need
2. 2nd Step: Maximise the Need
3. 3rd Step: Fill the Need

WISDOM OF PRACTICAL EXPERIENCE

1. Wise lessons
2. Assess, Understand and Implement
3. Plan, Sell, win
4. Keep your Word
5. Success at High Ground

Wrap Up & Bye-Bye

CHANGE OF BE CHANGED ...DARE TO BE DIFFERENT

DR. ALLEN TEH

Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 28 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction. insurance. oil-palm plantations and biotechnology. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time.

As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque. Iowa. USA

