

THE NEW SALES REVOLUTION
CHANGING EVERYTHING YOU KNOW ABOUT SELLING

WWW.DURHAM-MKT.COM

The New Sales Revolution™ Program

What is selling?

Transfer of ownership of a product (or service) at a cost acceptable to the parties involved.

Did you ever wonder why some salesmen are better than others? Why some salesmen (or saleswomen) sell more than other even if they are selling the same product out of the same office in the same amount of time and to the same people? In short, what makes the best salesman?

Divided over two days, the "The New Sales Revolution™" workshop covers advanced sales tactics that you can learn and apply immediately to your business in Kuwait. Learn:

- How to create the perfect selling climate
- Asking the right questions and get the answers you want
- Effective phone techniques
- How to impress in the first meeting
- How to handle objections and what to do when you hear a "no"
- Master the techniques of effective closing
- How to avoid "I'll get back to you" and "call me next week"
- Negotiate the best deal based on a win-win outcome

Become the best sales person you can be, today!



About your trainer

Randy Ali is a prolific writer, trainer, entrepreneur and marketer. He published his first book in 2005 and has authored several articles on buyer behaviour, societal marketing, marketing communications and organizational behaviour.

He is an MBA from University of Durham, UK in Marketing and is one of the youngest graduates in the history of the university. He is also the author of books such as “Bad Marketing” & “The New Sales Revolution.”

Randy is highly experienced in sales and creating a trust based approach to selling. With his revolutionary tactics of selling, anyone can master the science of selling anything to the right customer.

His clients in Kuwait include: National Bank of Kuwait, IKEA Kuwait, Baker Tilly, American Mattress, Nasser Sports, Safir Hotel, Commercial Bank of Kuwait, Qualitynet, Crowne Plaza Hotel Kuwait, Al-Ahli United Bank, Toyota Kuwait, Advanced Technology Co. (ATC), National Investment Co., Arab Financial Brokerage, Gulf Insurance Co., Boubyan Takaful Insurance, Central Circle Co., Petra Trading & Manufacturing Co., Al-Rashed Hospital, Kuwait Agriculture Company, Alghanim Group, Muthanna Takaful Insurance Co.

Randy Ali has graduated and is member of the following prestigious institutions:



UNIVERSITY OF
CAMBRIDGE



Day 1

1. The Wonderful World of Sales

On day 1 of the “The New Sales Revolution™” workshop, expert trainer and author **Randy Ali** will introduce the wonderful, exciting and financially profitable world of selling.

You will learn, from basic to advanced, the whole idea of the selling environment, how to be the best sales person possible, traits of a successful sales executive and much more.

If you are in the field of sales, then this workshop is for you. This is not your average “open the book and read” sales workshop. With a strong mix of practical fix, factual information, deep insight and humour, the “The New Sales Revolution™” workshop will show you why some sales people make more money than others when they sell the same product, in the same time, and out of the same office.

Modules Covered:

- » What is sales?
- » Who is the best sales person
- » The sales beliefs and how to never fear rejection
- » Who is the best customer
- » Logic or emotion
- » Personality of the smart sales person
- » The selling environment
- » Time wasters and how to avoid them
- » The selling process and how to master it
- » Corporate sales and industrial buying
- » Retail sales and selling in the retail sector

BONUS: Thank you notes & testimonials

Day 2

2. Making of the best sales person

Day 2 of the “The New Sales Revolution™” workshop will consist of laying open everything you need to know about advanced selling today. From being confident in your product and in yourself to handling the most difficult of customers and their objections in the buying process. But selling is not about overcoming objections. It is about removing pressure in the sales process.

But is theoretical learning enough?

The workshops, seminars and training courses at Durham Marketing & Training employ a practical approach to learning. We learn by doing. And in the “The New Sales Revolution™” workshop, you will learn by practicing the right selling strategies.

Modules Covered:

- » NLP and selling
- » Effective phone selling techniques
- » Time management and selling
- » Using the right phrases, words and questions
- » What to NEVER say when selling
- » Dealing with difficult customers
- » Body language and selling
- » Handling any objection & common excuses
- » The follow up
- » Negotiating on a win-win outcome
- » How to write the sales proposal
- » Tasks and role play

OUR LOVELY CLIENTS

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Our Clients

We are thankful the following companies for their trust and support. It is their wonderful cooperation that makes it all worth while. Be reminded that this **partial** list of clients only reflects the first few months of our existence in the Kuwaiti market. I am sure that this list will grow exponentially, insha'allah!

Advanced Technology Company

Ali AbdulWahab & Sons Co.

Alghanim Group

Al Sayer Group

American Mattress

Arabesque Group

Arab Financial Brokerage

Bait Al Mal Co.

Bin Naji General Trading

Boubyan Bank

Commercial Bank of Kuwait

ChemDry Kuwait

Crowne Plaza Kuwait

Edible Arrangements

E-Tasawuq.com

IKEA Kuwait

Mada Telecommunications

Marina Hotel

Ministry of Housing & Economic Affairs

Al Mulla Group

Nasser Sports

Petra Food Co.

Game-O-Crat, USA

Global Consultants W.L.L.

Gulf Employment House

Gulf Insurance Company

J. Y. Homazi Co. W.L.L.

Al Jabriya Furniture Company

Kalimat - Iraq

Kanee

Kawasaki Motors

KEO International Consultants

Kuwait Automotive Imports Company

Kuwait Top List

La Baguette

Moevenpick Hotel & Resort, Bedaa

National Bank of Kuwait

Al Nawasi General Trading Co.

Nestle Kuwait

New Mowasat Hospital

Qualitynet

Al Qurain Automotive Co.

Safir International Hotel Group

Talal Abu Ghazaleh Group

Turkish Grill

Xerox

Al Yasra Foodstuff Co.

Zajil Telecom

JOIN NOW

Thank you!

At Durham Marketing & Training, we do not have a long list of training programs, a schedule that spans the entire year or the same courses that other 400 odd training companies in Kuwait offer. There is no fun in doing what others do.

Durham Marketing & Training is the first in few things. And we do those things best. We believe in focus. With limiting ourselves to training in sales, marketing and employee development, we put in a ton of effort, dedication and quality into our courses.

I thank you from the bottom of my heart and appreciate the time you have invested in reading about the “New Sales Revolution” workshop. I hope this is something that will interest you greatly and will draw your participation in the upcoming workshop.

Finally, I invite you to read what other companies in Kuwait have said about our workshops.
Please visit www.durham-mkt.com/testimonials.htm



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