

PSYCHOLOGY OF SELLING

หลักสูตรจิตวิทยาการขายขั้นสูง



Coach Dr. Chyapa

Learning about psychology will help in boosting sales and business, accelerating clients satisfaction and building team effectiveness.

Understanding clients perception, expectation and behavior will help in building brand and creating strategies over competitors in every business and in all circumstances



PSYCHOLOGY OF SELLING

Program Objectives

Psychology is the science of mind, feeling, thinking and behavior including conscious and unconscious phenomena. Understanding psychology, neuroscience and brain functions help us processing our thought, memorizing our experience and interpreting our information. In order to grow our business successfully, we should learn and apply these knowledges to understand our clients' real need and expectation before proposing our products and services.

We can also build trust and intimacy with our clients and close the deals even with challenges in negotiation, motivation and persuasion.

Branding, Marketing and Sales Strategy is all linking to **Psychology**.

Psychology is the science that all leaders should learn.

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PROGRAM OUTLINES

Identifying Life & Business Purpose

Understanding Neuroscience & Brain Function

Applying Psychology for Branding & Marketing Strategy

Building Trust with Clients for Identifying Real Need and Condition

Applying Active Listening – Powerful Questioning – Body Language
for Successful Sales Approach

Understanding Sales Technics in Negotiation – Motivation – Persuasion for Closing Deal

Learning Style

Presentation, Practice, Workshop, Discussion, Feedback

Who Should Attend ?

Sales Director, Marketing Director, CEO,
Business Owner and Anyone who is passionate about Psychology

Enjoy learning with coaching tool for self-discovery





ประโยชน์ที่จะได้รับ Outcomes

1. Self-Assessment and Self-Exploration for clarity in life purpose and business purpose to intrinsically motivate ourselves as the top sales.
2. Understanding neuroscience and brain function that drives making decision and satisfactions.
3. Applying psychology for strategizing our branding and positioning.
4. Building trust and intimacy with clients for identifying real needs.
5. Applying active listening, powerful questioning and body language for successful sales approach.
6. Understanding sales tactic in negotiation – motivation – persuasion for closing deal.
7. Delivering products and services beyond client's expectations.



Executive Coach & Trainer

Coach KC : Dr. Chyapa Bhiromnam

Founder and Director : CoachPlus Academy

Credentialed Coach from global leading institutes

Credentials



- Professional Certified Coach (PCC) International Coaching Federation, USA
- Certified Executive Coach : MGSCC : Marshall Goldsmith, USA
- Certified Team Coach : Marshall Goldsmith, USA
- EQ Coach, EQ Assessor, Brain Profile : Six Seconds, USA
- Career & Executive Coach : Goal Imagery Institute, USA
- NLP Coach : International Trainers Academy of NLP, USA
- Enneagram Coach : Thailand Coaching Institute
- Success Coach : Michael Bolduc International, USA
- Consultant : Core Values & Corporate Culture : CEO Sage, USA
- Search Inside Yourself : Search Inside Yourself Leadership Institute, USA
- Unleash The Power Within 2561 : Tony Robbins – World # 1 Coach, USA
- Introduction of Psychology : Yale Institute, USA
- Conflict Transformation : King Prajadhipok’s Institute
- Professional Coach Certification Program : TCI
- Brain-Based Coaching : TCI
- Positive Psychology Coaching : TCI
- Group Coaching and Team Coaching : TCI
- Creating A Strong Coaching Culture : TCI

President

ICF Bangkok Charter Chapter : Year 2019



CoachPlus Academy : Academy of Inspiration

สถาบันโค้ชพลัส : สถาบันแห่งการสร้างแรงบันดาลใจ

Mission : Transforming People For Their Best

We provide a turnkey solution for People Development

Coaching – Mentoring – Training – Consulting



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Academy**

M. 092 829 4623