



# ISPAB

Instituto Superior de Paços de Brandão



VOCATIONAL TRAINING CENTER FOR UNDERGRADUATE UNIVERSITY  
STUDENTS AND TEACHERS IN JORDAN (VTC)  
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# Sales and Marketing Skills

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# STRATEGY

- HOW DOES A STRATEGY DEFINE?

PROCESS THAT LEADS TO LINK THE INTERNAL CAPABILITIES OF AN ORGANIZATION TO THE REQUIREMENTS OF THE ENVIRONMENT THAT SURROUND IT. TELL US THE PATH TO FOLLOW AND NOT WHEN AND HOW TO DO

# TACTICS

- EXPLANATION OF THE ACTION TO BE TAKEN INTO ACCOUNT THAT THE STRATEGY WILL BE FULFILLED

TELL US HOW AND WHEN TO DO

# COMMERCIAL PROSPECT

- INTERNAL
- EXTERNAL
  - ADVANTAGES
  - DISADVANTAGES

# SALES ACTIVITY PLANNING

- Goal Setting
- Activity planning
- The sales activity
- Campaigns and incentives
- Sales Meetings



**ISPAB**

Instituto Superior de Freqüências de Brandão

A detailed architectural line drawing of a modern, multi-story building with a grid-like facade and large windows. The drawing is overlaid on a light blue background. On the right side of the building, the text 'INSTITUTO SUPERIOR DE FREQÜÊNCIAS DE BRANDÃO' is visible.

# THE FIVE RULES OF COMMUNICATION ON SALES

JOAQUIM MARQUES

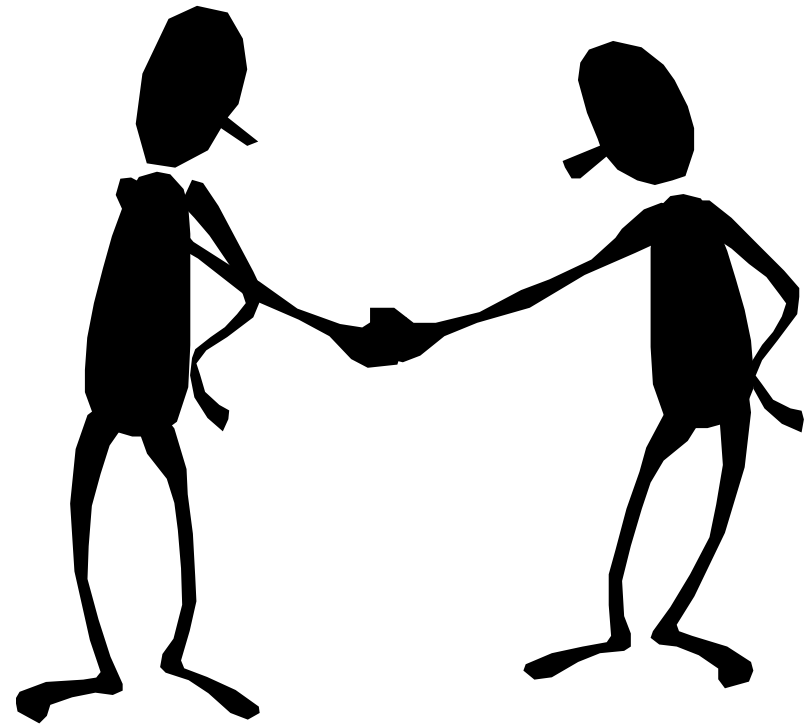
# 1 - ASK QUESTIONS

- WHAT?
- WHY ?
- WHO?
- HOW?
- WHEN?
- WHERE?
- HOW MUCH?



# 2 - TO TREAT THE CLIENT AS A HUMAN BEING

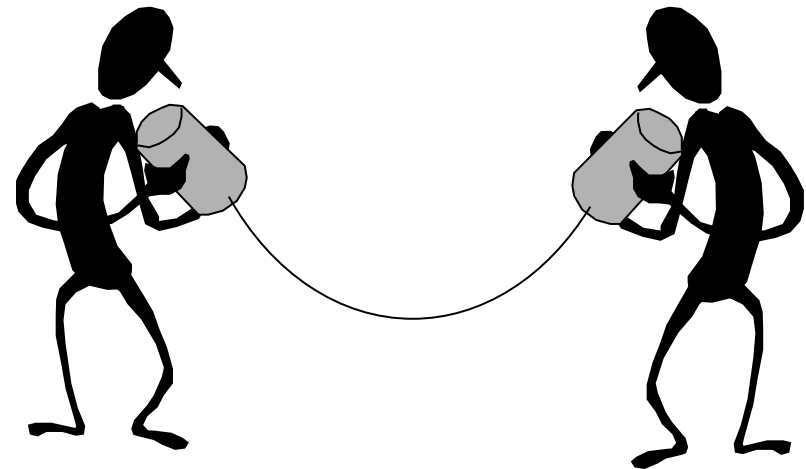
- TRY TO UNDERSTAND AND NOT JUST BE UNDERSTOOD





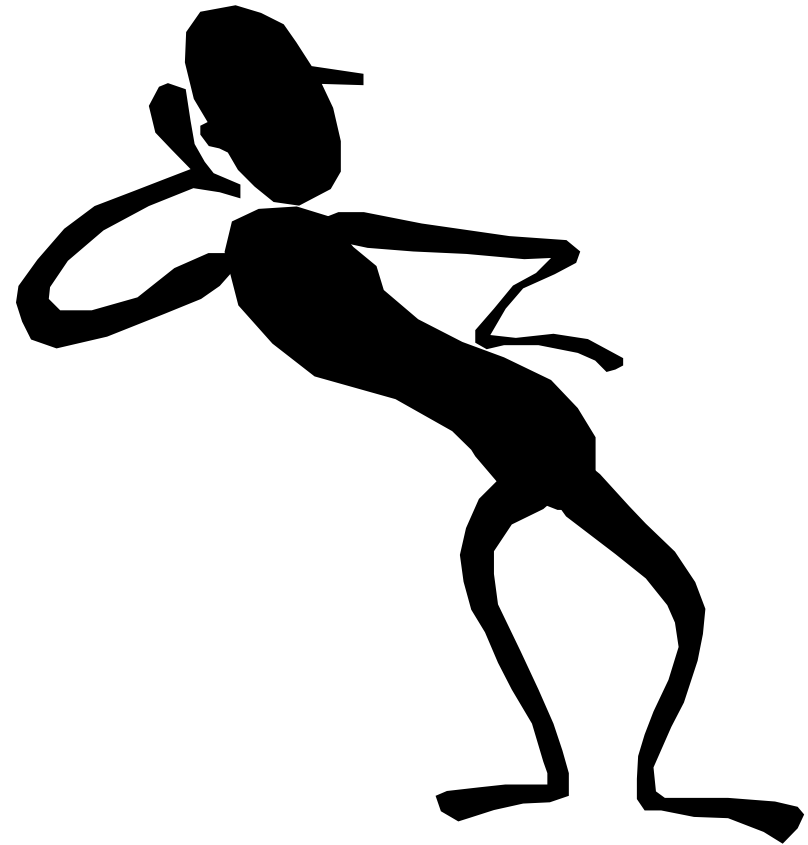
# 3 - USE A COMMON CODE

- FOR THE VERBAL AND NON-VERBAL LANGUAGE IN COMMON
- USE THE SAME CUSTOMER LANGUAGE



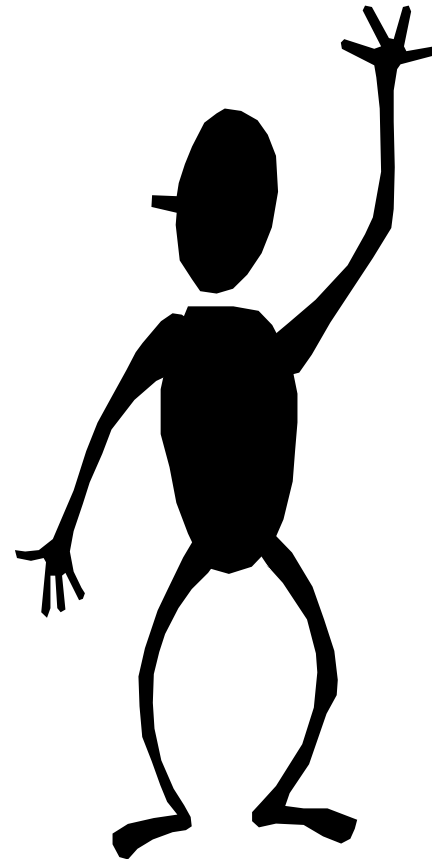
# 4 - LISTENING ACTIVELY

- KNOW HEAR
- MAKING TALK
- HEAR
- SPEAK
- ....



# 5 - ENSURE THE "FEED-BACK"

- TUNING WITH CONTROL QUESTIONS
- KNOW HEAR
- DO SPEAK
- ....



# SALES OR NEGOTIATION INTERVIEWS

- PREPARE
- CONTACT
- TO KNOW
- TO CONVINC
- CONCLUDE
- SELF-EVALUATE



# HOW TO LOSE A NEGOTIATION / SALE

- DO NOT KNOW THE CUSTOMER'S NEEDS
- SPEAKING SO MUCH, SPENDING A LONG TIME
- LACK OF SINCERITY OR HONESTY
- LACK OF CORRECTION FOR COMPETITION

# HOW TO LOSE A NEGOTIATION / SALE

- FAILURE TO COMPLY WITH PROMISES, PROVISION OF SERVICE OR ASSISTANCE .....

- PRESS TOO MUCH

STUDY / CORRECT / TRAIN /  
STUDY / CORRECT/ TRAIN / .....

THANK YOU,  
and...

PLEASE BE HAPPY

SEE YOU SOON

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# Thank you for your participation!



**WWW.ISPAB.PT**

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