# Sales Ready

Programme outline: confirmed exercises, outputs and coaching tasks. Cohort dates: To be determined.

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| **Facilitator** | Soo Hoo Yoon Hunn facilitates the programme and group coaching. |
| **Who it is for** | People expected to sell a product or service who need a practical sequence for buyer conversations and follow-up. Participants use their own offer or a supplied practice case. |
| **Learning objectives** | Connect a clear offer to a relevant buyer situation.<br>Demonstrate questions that identify needs and decision criteria.<br>Present an offer using evidence relevant to the buyer.<br>Handle concerns and agree a clear next action without pressure.<br>Apply the ALPHA sequence and review sales conversations over 90 days. |
| **Planned outputs** | An ALPHA conversation guide<br>A buyer needs summary<br>A follow-up tracker<br>A 90-day conversation plan |
| **Confirmed format** | Two days plus 90-day implementation. WhatsApp peer coaching, half-day group coaching on days 30, 60 and 90, and graduation on day 90. |
| **Confirm before booking** | Daily times, venue, group size, entry requirements, preparation, equipment and any paid accounts. See the programme page for the current fee and booking terms. |

# Day 1: Earn attention and identify the buyer’s need

## Connect the offer to a buyer situation

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| **Practise** | Define the buyer and problem<br>Separate supported benefits from assumptions |
| **Activity** | "Why Would I Buy?": participants present an offer briefly while peers respond as different buyers. |
| **Feedback and review** | Identify which claims matched the buyer’s situation and which lacked evidence. |
| **Application** | Rewrite the opening description of the participant’s offer. |
| **Learning outcome** | Explain an offer in terms relevant to a defined buyer. |
| **Output** | An offer-and-buyer map. |

## Attract: earn the next minute

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| **Practise** | Write a relevant opening<br>Practise inviting a conversation without pressure |
| **Activity** | "The Opening Minute": pairs test alternative openings against the same buyer situation. |
| **Feedback and review** | The buyer explains what created relevance and what made them disengage. |
| **Application** | Use the stronger opening in the next prospect conversation. |
| **Learning outcome** | Open a sales conversation with relevance and a clear invitation. |
| **Output** | Two tested opening lines. |

## Leverage: ask before presenting

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| **Practise** | Ask about the current situation and desired change<br>Confirm priorities and decision criteria |
| **Activity** | "The Hidden Requirement": the seller interviews a buyer whose key requirement is initially unstated. |
| **Feedback and review** | The buyer checks the seller’s summary; peers distinguish open questions from leading questions. |
| **Application** | Use a needs summary before recommending an offer. |
| **Learning outcome** | Identify and confirm the buyer’s need and decision criteria. |
| **Output** | A discovery question set and needs summary. |

## Present: connect the solution to the need

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| **Practise** | Link benefits to confirmed needs<br>Support claims with relevant evidence and limits |
| **Activity** | "The Relevant Proposal": participants adapt one offer for two buyers with different priorities. |
| **Feedback and review** | Compare which details changed and why; remove unsupported claims. |
| **Application** | Prepare a short proposal structure for an actual offer. |
| **Learning outcome** | Present a solution linked to confirmed needs and supported claims. |
| **Output** | A buyer-specific presentation guide. |

# Day 2: Resolve concerns and agree the next action

## Handle: find the concern behind the objection

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| **Practise** | Clarify the buyer’s hesitation<br>Respond with evidence, options or an honest limit |
| **Activity** | "What Is Behind the No?": pairs practise price, timing and fit concerns, then swap roles. |
| **Feedback and review** | Check whether the seller answered the actual concern without arguing or inventing reassurance. |
| **Application** | Record recurring concerns and suitable responses. |
| **Learning outcome** | Respond to a buyer concern after confirming its meaning. |
| **Output** | A concern-and-response guide. |

## Action: agree a useful next step

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| **Practise** | Summarise fit and unresolved points<br>Agree an owner, action and date |
| **Activity** | "The Next Decision": participants close a conversation with a purchase, review meeting or respectful no-sale outcome. |
| **Feedback and review** | The buyer repeats the agreement to expose any ambiguity. |
| **Application** | Use a written next-step summary after a conversation. |
| **Learning outcome** | Agree a clear next action or close the conversation respectfully. |
| **Output** | A next-step confirmation template. |

## Follow up with a reason

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| **Practise** | Plan follow-up around an agreed action<br>Track responses and respect a request to stop |
| **Activity** | "The Follow-Up Queue": teams choose suitable messages for buyers at different decision stages. |
| **Feedback and review** | Compare usefulness, timing and consent; identify messages that add no value. |
| **Application** | Use a tracker to record the next agreed contact. |
| **Learning outcome** | Send a relevant follow-up and maintain an accurate conversation record. |
| **Output** | A follow-up tracker and message examples. |

## Combine ALPHA and take it into practice

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| **Practise** | Demonstrate all five ALPHA stages<br>Set a 90-day conversation practice plan |
| **Activity** | "The Complete Buyer Conversation": triads rotate seller, buyer and observer, repeat after feedback and set a practice plan. |
| **Feedback and review** | Observers trace the result to specific questions, evidence and agreements. |
| **Application** | Review real conversation attempts at the 30-, 60- and 90-day coaching checkpoints. |
| **Learning outcome** | Conduct an ALPHA conversation and plan evidence-based improvements. |
| **Output** | An ALPHA conversation guide, feedback record and 90-day plan. |

# Apply and review over 90 days

Use these tasks to prepare for each coaching session. Agree how to apply them to your goal with Soo Hoo.

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| **Day 30** | Bring records of attempted buyer conversations and the questions or concerns raised. |
| **Day 60** | Review revised conversations and follow-up records; identify where buyers need clearer information. |
| **Day 90** | Demonstrate the complete ALPHA conversation and present evidence of application and next steps. |

Between sessions, test your chosen actions and record attempts, feedback and revisions. The programme does not guarantee jobs, income, clients, business growth or professional certification.

Programme details: https://riseupasia.com/sales-ready/