

Course duration

- 2 days

Course Benefits

- Understand sales terminology.
- Establish professional behavior.
- Handle clients.
- Create effective sales presentations.
- Learn how to respond to objections.
- Learn how to build relationships with clients.
- Learn how to help clients envision their needs.
- Learn how to negotiate to meet the identified needs.
- Learn how to study the market.
- Learn how to analyze competitors.

Course Outline

1. Sales Fundamentals
 1. The Sales Process
 2. Elements of Selling
 3. Understanding Sales Terms
2. Your Professional Self
 1. Developing Your Character
 2. Managing Yourself
3. Handling Clients
 1. Finding Your Clients
 2. Connecting with Your Clients
 3. Finding Solutions
4. The Sales Presentation
 1. Anticipating Objections
 2. Creating a Sales Presentation
 3. Responding to Objections
5. Gaining Customer Commitment
 1. Building Relationships
 2. Demonstrating the Need
 3. Satisfying the Need
6. Studying the Market
 1. Sales Strategies
 2. Analyzing Markets and Competitors
 3. Researching Clients

- 7. Developing a Winning Strategy
 - 1. Consulting with Clients
 - 2. Developing Solutions
- 8. Effectively Closing a Sale
 - 1. Demonstrating the Benefits
 - 2. Confirming Commitment
 - 3. Closing the Sale and Following Up

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.