

Sales Fundamentals

“Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service.” Brian Tracy

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits spending some of their hard-earned money.

Our Sales Fundamentals workshop will give participants a basic sales process, plus some basic sales tools that they can use to seal the deal, no matter the size of the sale. Participants will become more confident, effectively handle objections and learn how to be a great ‘closer’.



Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Identify the right quality/value prospects from the beginning.
2. Identify the customers' needs first before proposing a solution for them.
3. Maintain a solid pipeline of quality prospects.
4. Close deals in the shortest time.

WHO IS THIS FOR?

This course is suited for sales teams and can be adapted to all levels.

COURSE CONTENT

1. Understanding the talk; types of sales, common sales, approaches, glossary of common terms.
2. Getting prepared to make the call; identifying your contact person, performing a needs analysis, creating potential solutions.
3. Creative openings; a basic opening for warm calls, warming up cold calls, using the referral opening.
4. Making your pitch; features and benefits; outlining your USP, the burning question that every customer wants answered.
5. Handling objections; common types of objections, basic strategies, advanced strategies.
6. Sealing the deal; understanding when it's time to close, powerful closing techniques, things to remember.
7. Following up; thank you notes, resolving customer service issues, staying in touch.
8. Setting goals; the importance of sales goals, setting SMART goals.
9. Managing your data; choosing a system that works for you.
10. Using a prospect board; the layout and a day in the life of your board.

Call us now on the numbers below

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