Sales fundamentals - (1 Day)

Overview

This module recognizes that 80% of your sales will come from around 20% of your customers. The Pareto Principle is well known and one that applies to most businesses. Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. This workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Further as organizations look to control their pre-sales spend it is important to create a high impact sales team that generates the maximum bang for the buck.

Course Pre-requisites

This course is designed for the sales and business development team that is involved in the selling process.

Course Summary

- Understanding the talk
- Getting prepared to make the call
- Creative openings
- Making your pitch
- Handling objections
- Sealing the deal
- Setting goals
- Managing your data
- Using a prospect board
- Wrapping Up

After attending this program, you should be able to

- Understand the language of sales
- Understand the tools to use for closing a deal
- Create the most amount of impact with your selling process
- Have a customer who appreciates your sales efforts