



SALES FUNDAMENTALS

2 DAYS WORKSHOP



Welcome to the Sales Fundamentals workshop. 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.

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.

WORKSHOP OBJECTIVES

- ☞ Understand the language of sales
- ☞ Prepare for a sales opportunity
- ☞ Make an effective pitch
- ☞ Handle objections
- ☞ Seal the deal
- ☞ Follow up on sales
- ☞ Set sales goals
- ☞ Manage sales data
- ☞ Use a prospect board

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COURSE OUTLINE

MODULE 1 Getting Started

- Workshop Objectives
- Action Plans and Evaluations

MODULE 2 Understanding the Talk

- Types of Sales
- Common Sales Approaches
- Glossary of Common Terms

MODULE 3 Getting Prepared to Make the Call

- Identifying Your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

MODULE 4 Creative Openings

- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

MODULE 5 Making Your Pitch

- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question That Every Customer - Wants Answered

MODULE 6 Handling Objections

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

MODULE 7 Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- Things to Remember

MODULE 8 Following Up

- Thank You Notes
- Resolving Customer Service Issues
- Staying in Touch

MODULE 9 Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

MODULE 10 Managing Your Data

- Choosing a System That Works for You
- Using Computerized Systems
- Using Manual Systems

MODULE 11 Using a Prospect Board

- The Layout of a Prospect Board
- How to Use Your Prospect Board
- A Day in the Life of Your Board

MODULE 12 Wrapping Up

- Words from the Wise

CONTACT US



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