

Sales Fundamentals

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.

The 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 what the size of the sale. Your participants will become more confident, handle objections, and learning how to be a great closer.



Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Understanding the Talk

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

Module Three: Getting Prepared to Make the Call

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

Module Four: Creative Openings

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

Module Five: Making Your Pitch

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

Module Six: Handling Objections

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

Module Seven: Sealing the Deal

- Understanding When It's Time to Close

- Powerful Closing Techniques
- Things to Remember

Module Eight: Following Up

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

Module Nine: Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

Module Ten: Managing Your Data

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

Module Eleven: 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 Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations