

CCDT CURRICULUM

PRODUCT SALES AND BUSINESS DEVELOPMENT

This course is designed to instruct clients on the art of consultative selling and why it is important to provide customer focused sales in order to become a successful sales professional. It will cover product knowledge, active listening, overcoming objections, and the importance of customer service while selling.

Module 1: THE ART OF CONSULTATIVE SELLING

Consultative Sales Defined

Setting Expectations

Transactional Sales

The Real Focus

Selling the Benefits

Module 2: PRODUCT KNOWLEDGE

Understanding its Real Value

When it Should be Used

Tailoring Your Product Knowledge to the Customer's Needs

Product Knowledge: Applied Learning

Module 3: ACTIVE LISTENING

Active Listening Defined

The Importance of Active Listening

Acknowledgements

Trigger Points

Active Listening: Applied Learning



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CURRICULUM CONTINUED
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Module 4: ASKING THE RIGHT QUESTIONS

Determining Your Customer's Needs

Guided Questions

Keeping Them Open

Insert a Personal Touch

Make it About the "End Goal"

Estimate the Cost of the Problem

Asking the Right Questions: Applied Learning

Module 5: PITCHING THE SOLUTION

The Nameless Product

Solution Selling

Body Language

Getting the Agreement Before the Close

Power Points

The Strong Close

Pitching the Solution: Applied Learning

Module 6: HANDLING OBJECTIONS

Acknowledgements

Recapping Your Customer's Concerns

The Benefit Blanket

Power Points

The Strong Close

Full Cycle Simulation and Applied Learning

