



corporate training options

Sales – Prospecting, Qualifying & Completing

Course Overview

This course covers the sales process from prospecting for new customers, techniques for qualifying your prospects and negotiating an agreement to close the sale.

Overview & Learning Outcomes

Upon successful completion of this course you should be able to:

- Discuss the history of selling, the barriers to making a sale, and various selling methods.
- Identify the core sales skills of organization, communication, and motivation.
- Define the sales model and understand the details of the buying and selling processes.
- Discuss prospecting methods, define target markets and customers, and develop a cold-calling script.
- Qualify prospects by using effective listening and questioning techniques.
- Discuss positioning, identify buyer types, write an elevator pitch to prepare for presenting a sales pitch, and handle objections.
- Negotiate to work toward an agreement and close the sale.
- Identify the customer service process and techniques, such as Responsive Care, that can be used to build customer loyalty.
- Work toward improving sales skills by using the 21-day habit, writing down satori moments, and committing to being a better sales representative.

Prerequisites

There are no prerequisites for this training course.

Duration:

2 Days

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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Sales – Prospecting, Qualifying & Completing
Training Course Outline

Introduction to selling

Introduction to buying and selling
The sales model

Sales skills

Organization
Communication
Personal motivation

The sales process

The selling process
The buying process

Prospecting

Introduction to prospecting
Prospecting methods
Phone prospecting

Qualifying

The qualifying process
The questioning process

Presenting

Selling process and strategy
Buyer types
Presenting to buyers

Completing

Negotiating
Closing the sale

Servicing

Customer service
Service as a process

Using what you've learned

The implementation phase
Resources and tools

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