



Sales Training

Length of course – 16 sessions facilitated on-line, 4 sessions live, 2 hours per session, total 40 hours, weekly or bi-monthly

Training Description:

This sales training course enables the participants to reach their monthly sales goals in 4 months. They will develop a marketing, prospecting and sales strategy specific to their business that enables them to get meetings with their ideal targets without wasting time and develop high skill in applying a sales process for their business to get the results they need. This training is for sales people and sales managers with a basic level of sales experience and want to become top producers.

Training Objective:

Participants will set a goal for top line sales achievement in 12 months at the beginning of the course. The objective will be to be tracking the monthly production level equivalent to 1/12 of their annual goal within 4 months or have developed a pipeline of prospective customers such that their 12-month goal is ensured.

Participants will learn how to:

- Develop and execute on a marketing and prospecting plan that will get meetings with key decision makers at their ideal targets without wasting time.
- Become highly skilled with execution of a sales process for their business that enables them to continue to produce at high levels and reduces wasted time with people who don't buy or buy from someone else.

Skill Attainment:

- How to develop a written marketing plan to produce leads
- Developing your prospecting plan with channels and formula
- Setting goals
- How to getting referrals from your clients and strategic partners
- What metrics are important and how to track them
- Time management
- Relationships and building trust
- Controlling the sales process through agendas
- Questioning techniques and listening skill
- How to uncovering the compelling reasons to do business
- How to get commitment
- Uncovering the decision process
- Getting to decision makers
- Uncovering the budget
- Presentation skills
- Negotiating skill
- Avoiding buyer's remorse
- Handling objections