

OUTLINE

Sales Fundamentals

Lesson 1

Course Overview

- Icebreaker
- Housekeeping Items
- Workshop Aims

Lesson 2

Recognizing the Talk

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

Lesson 3

Getting Prepared to Make The Call

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

Lesson 4

Creating Openings

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

Lesson 5

Creating Your Pitch

- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question Which Each Customer Wants Answered

Lesson 6

Handling Objections

- Common Types of Objections
- Fundamental Strategies
- Advanced Plans

Lesson 7

Sealing The Deal

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

Lesson 8

Following Up

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

Lesson 9

Setting Aims

- The Importance of Sales Goals
- Setting SMART Goals

Lesson 10

Managing Your Information

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

Lesson 11

Using A Prospect Boards

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

Lesson 12

Wrapping Up

- Words From the smart
- Lessons Learned
- Completion Of Action Plans and Evaluation

This course can be fully customised for your business team.
Please contact us for more details and our team will happy to assist.

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