

Objectives

This workshop will introduce participants to a basic sales process and provide some basic sales tools.
These can be used to seal the deal, no matter what the size of the sale.

Prerequisites

There are no prerequisites for this course.

Duration

1 day

The topics covered on the course are,

1 Getting Started

- Icebreaker
- Ground rules
- The parking lot
- Workshop objectives
- Action plans and evaluation forms

2 Understanding the Talk

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

3 Getting Prepared to Make the Call

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

4 Creative Openings

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

5 Making Your Pitch

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

6 Handling Objections

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

7 Sealing the Deal

- Understanding When it's Time to Close
- Powerful Closing Techniques
- Things to Remember

8 Following Up

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

9 Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

10 Managing Your Data

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

11 Using a Prospect Board

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

12 Wrapping Up

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