

Leadership Skills Development Programs - Course Outline

**Varitas Academy**

**Training Course Outline – Effective Sales Skills Training Programs**

**Duration: 2 Days Course (6 Hours/Day)**

**Day-1 (6 Hours)**

Time	Contents	Methodology	Materials	Remarks
10:00am - 12:00 pm	<ul style="list-style-type: none"> <li>• Effective Sales Skills</li> <li><b>Modules 1:</b> <ul style="list-style-type: none"> <li>➤ Sales Marketing &amp; Growth</li> <li>➤ Introduction to module</li> <li>➤ What is sales</li> <li>➤ Basic Rules of Sales</li> <li>➤ Improving Sales skills</li> <li>➤ Mastering Multichannel Sales</li> <li>➤ Engaging Customer Early</li> </ul> </li> </ul>	Handout, PPT, Lecture. Group Discussion,	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin,	
12:00pm - 12:15pm	<b>Tea Break</b>			
12:15pm - 1:15pm	<ul style="list-style-type: none"> <li>➤ Building Trust in Hypnotic Selling</li> <li>➤ Motivating Customer &amp; Hypnotic Selling Technique</li> </ul>	Handout, PPT, Group Discussion, Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin	
1:15pm-2:30pm	<b>Prayer and Lunch Break</b>			
2:30pm – 3:30pm	<ul style="list-style-type: none"> <li>➤ Sales Presentation</li> <li>➤ Old &amp; new rules of Marketing</li> <li>➤ Reaching Buyers Directly</li> </ul>	Handout, PPT, Group Discussion, Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin	
3:30pm – 4:00pm	<ul style="list-style-type: none"> <li>• Review</li> <li>• Questions and Answer</li> </ul>	Group Discussion	Flip Chart and Marker Pen	

Leadership Skills Development Programs - Course Outline

**Day-2 (6 Hours)**

Time	Contents	Methodology	Materials	Remarks
10:00am - 12:00 pm	Effective Sales Skills: <b>Modules 2:</b> ➤ <b>Negotiations &amp; Communication Skills</b> ➤ <b>Leverage &amp; Limitation</b> ➤ <b>Communication Styles</b> ➤ <b>Listening Skills</b>	Handout, PPT, Lecture. Group Discussion,	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin,	
12:00pm - 12:15pm	<b>Tea Break</b>			
12:15pm - 1:15pm	➤ <b>Stages of Sales and Negotiation</b> ➤ <b>Negotiating Crimes</b> ➤ <b>How to deal with customers</b>	Handout, PPT, Group Discussion, Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin	
1:15pm-2:30pm	<b>Prayer and Lunch Break</b>			
2:30pm – 3:30pm	➤ <b>Handling Objections</b> ➤ <b>Tips &amp; Tricks for Sales</b>	Handout, PPT, Group Discussion, Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin	
3:30pm – 4:00pm	• Review • Final Exam & Assessment	Paper exam	Questions Paper, Pen etc.	

**Effective Sales Skills Course Outline Prepared by:**

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