

## Effective Sales Skills Syllabus

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After completing this course, participants will have learned to:

- Develop sales mindset and attitudes that drive commitment to sales target
- Understand the roles of a salesperson and the consultative sales approach
- Map sales cycle with flexibility to buyers' process and purchase behaviors
- Qualify prospects and existing customers for new business opportunities
- Plan for successful sales calls with an objective in mind
- Create positive first impression and sales conversation
- Articulate compelling product value proposition to buyers' unique needs
- Sharpen active listening and questioning skills for customer discovery, solutions fit, and stronger relationship
- Use of voice, vocal, visuals and verbal to control sales dialog and influence closing
- Overcome sales objections with closing techniques
- Nurture and engage prospects/customers for more selling opportunity and deeper relationship
- Adapt communication styles that fit individual customers' styles for closing business opportunities faster.

	Modules	Takeaways	Key Exercises
Modules 1	<ul style="list-style-type: none"> <li>• State the purpose of the first call made during sales</li> <li>• Discuss the principles of the milestone selling method in sales</li> <li>• Identify the major requirements for success in sales</li> <li>• List and explain the aspects of multichannel management in sales</li> <li>• Recall some challenges facing executives in integrating online and offline sales</li> <li>• Define hypnotic revivification and hypnotic dissociation in sales</li> <li>• Distinguish between the roles of sales and roles of marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Learn the basic rules of sales and how to improve sales skills and growth, you will be introducing to sales hypnosis and you will learn about multichannel sales and effective sales presentation tips as well as how to reach buyers directly.</li> </ul>	<ul style="list-style-type: none"> <li>• Review</li> <li>• Questions-Answer</li> </ul>
Modules 2	<ul style="list-style-type: none"> <li>• State the customer's primary source of leverage in sales</li> <li>• Discuss effective tips for becoming a better listener</li> <li>• List and explain the stages of negotiations in sales</li> <li>• Recall the sources of sales</li> <li>• List effective approaches to dealing with objections in sales</li> <li>• Explain the concepts of the ideal selling process</li> <li>• Discuss the purpose of the preliminary proposal in sales</li> </ul>	<ul style="list-style-type: none"> <li>• Learn Sales negotiations &amp; communication skills as well as tips &amp; tricks for sales.</li> </ul>	<ul style="list-style-type: none"> <li>• Review</li> <li>• Questions-Answer</li> </ul>
Modules 3	<ul style="list-style-type: none"> <li>• Final Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Proof Yourself as a "Effective Sales Person".</li> </ul>	<ul style="list-style-type: none"> <li>• Final Assessment</li> </ul>