

# Sales Skills

Course Length: 2 Days

**Prerequisites:** None

**Description:** This course teaches students the fundamentals of sales team management. Students will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Course activities also cover choosing a territory strategy, conducting territory reviews, developing and using sales forecasts, conducting sales meetings, and setting goals in meetings. Students will also learn how to motivate sales team members, implement compensation practices to keep top performers, identify and improve substandard performance. Students learn how to build relationships with clients, help clients envision their needs, negotiate to meet the identified needs, study the market, and analyze competitors. Course activities also cover researching clients, and implementing a consulting strategy to develop solutions for clients. Students will also close a sale and follow up after the sale.

**Performance-Based Objectives:** In this course, students will:

- ◆ Develop your professional character and manage yourself by establishing credibility and behaving professionally.
- ◆ Describe and implement the sales process, collaborate with clients, understand client's decision-making practices, and define common sales terms.
- ◆ Identify the client objections, create a sales presentation to influence their perceptions, and effectively respond to objections.
- ◆ Study the market by using sales strategies, analyzing competitors, and researching clients.
- ◆ Use the consulting strategy and develop solutions for clients.
- ◆ Close a sale by demonstrating the benefits to clients and properly responding to client signals; then provide follow-up after the sale.

## Course Content

### Unit 1: Sales Fundamentals

In this unit, students will learn about the **sales process**. They examine the six steps of the sales process and discuss how the **collaborative approach** in sales helps them solve client problems. Students identify common **sales myths** and learn about the importance of understanding people's **decision-making practices**. Students will also define common **sales terms**.

**Topic A:** The sales process

**Topic B:** Elements of selling

**Topic C:** Understanding sales terms

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*If you have any questions about this course, please call CompuTrain at (713) 349-9186.*

## Unit 2: Your Professional Self

Students will learn about developing their **character**. They learn how to apply the guidelines of the **PLEASED acronym** into their life and work. They also discuss the **interpersonal, leadership, negotiation, and problem-solving** skills that are assets to every salesperson. Finally, they are educated about the actions that will help them establish **credibility** among clients. They also discuss the importance of **enthusiasm** and a **proactive approach** in **professional behavior**.

**Topic A:** Developing your character

**Topic B:** Managing yourself

## Unit 3: Handling Clients

Students learn about **prospecting** to find clients. They become familiar about how to apply the guidelines of the **PHASED acronym** when making **sales calls**, as well as when building a sales network. Next, they learn about connecting with clients. They learn about the importance of **visibility** and **business allies** and how to put the client at ease during a sales call. Finally, they discuss finding **solutions** for clients and how to be **proactive** instead of **reactive**.

**Topic A:** Finding your clients

**Topic B:** Connecting with your clients

**Topic C:** Finding solutions

## Unit 4: The Sales Presentation

Students understand how to anticipate **objections**. They define the difference between **stalling** and **objections**. They examine the process of creating a sales presentation. Students identify the **characteristics** of a good sales presentation as **persuasiveness, a stimulating message, focus on key issues, and flexibility**. Students discuss the different presentation elements. They discuss the **reasons** why salespeople have difficulties responding to objections and the **useful skills** to help with this.

**Topic A:** Anticipating objections

**Topic B:** Creating a sales presentation

**Topic C:** Responding to objections

## Unit 5: Gaining Customer Commitment

Students learn about **building relationships** with clients and gaining their **commitment** to purchase. They learn about asking the **right questions** and the importance of getting **written agreements** from clients. They discuss the different stages of **need**, including non-realization, realization, and satisfaction. They learn about **envisioning** and how to determine customer objections and about the five stages of **negotiation**.

**Topic A:** Building relationships

**Topic B:** Demonstrating the need

**Topic C:** Satisfying the need

## Unit 6: Studying the Market

Students examine the three **sales strategies**: studying the market, consulting with clients, and developing solutions. They learn about studying the **market** and **competitors**. They discuss using a **client advisory panel** for getting feedback. They also learned about researching commercial clients. They understand they need to determine information about ownership, **growth trends**, **financial state**, **internal culture**, and clients' **buying practices**. They also learn about researching individual clients and using **marketing** to attract clients.

**Topic A:** Sales strategies

**Topic B:** Analyzing markets and competitors

**Topic C:** Researching clients

## Unit 7: Developing A Winning Strategy

Students examine the three steps of the **consulting strategy**: planning, preparing, and presenting. They learn about helping clients find solutions. They learn about the **six steps** of problem solving.

**Topic A:** Consulting with clients

**Topic B:** Developing solutions

## Unit 8: Effectively Closing a Sale

Students learn about relating the product or service to the client's **key issues**. They learn about showing the **benefits** of the product or service to clients. Next, they learn about confirming the **client's commitment**. They identify the **signals** that indicate whether or not a person is ready to buy the product or service. They discuss the **guidelines** that will help them respond to signals, as well as **uncomfortable situations**. They learn about **closing the sale** and **following up** with clients.

**Topic A:** Demonstrating the benefits

**Topic B:** Confirming commitment

**Topic C:** Closing the sale and following up