

Sales Skills: Advanced

Topic-Level Outline

Days: 1

Prerequisites: *Sales Skills: Basic* or equivalent knowledge

Unit 1: Gaining customer commitment

Topic A: Building relationships

Topic B: Demonstrating the need

Topic C: Satisfying the need

Unit 2: Studying the market

Topic A: Sales strategies

Topic B: Analyzing markets and competitors

Topic C: Researching clients

Unit 3: Developing a winning strategy

Topic A: Consulting with clients

Topic B: Developing solutions

Unit 4: Effectively closing a sale

Topic A: Demonstrating the benefits

Topic B: Confirming commitment

Topic C: Closing the sale and following up