



Sales Fundamentals

Overview

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex.

This course will give learners a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale.

Who this course is for

This course is intended for those who are new to a sales role or have had no previous sales training, sales people who need a refresher and need to get back to fundamentals and refocus, client relationship managers, account managers or business development managers.

This course will provide learners with the essential techniques and strategies to understand the sales process and how to overcome objections so that they can close more sales and exceed their targets.

Course outline

Topic 1: Understanding the Talk

Topic 2: Getting Prepared to Make the Call

Topic 3: Creative Openings

Topic 4: Making Your Pitch

Topic 5: Handling Objections

Topic 6: Sealing the Deal

Topic 7: Following Up

Topic 8: Setting Goals

Topic 9: Managing Your Data

Topic 10: Using a Prospect Board

"In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create." David Ogilvie

By the end of this course, learners should be able to:

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
 - Set sales goals
 - Manage sales data
 - Use a prospect board

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

Applies towards the following certificate(s) and award(s)

- Salesman Professional Certificate