

## ***"Mastering the Process of Selling from A-Z"***

### **COURSE SYLLABUS**

#### **A. DESCRIPTION**

**This course is designed to develop "Sales Professionals" and provide them with the necessary skills for increasing performance on a consistent basis and achieving greater levels of success than ever before. The emphasis is on, examining and reinforcing the fundamental principals of selling, reviewing and polishing proven techniques and strategies that improve effectiveness during each stage of the sales cycle.**

**"Mastering the Process of Selling from A-Z" was developed for companies to increase their sales revenue exponentially by cultivating new to seasoned sales executives to reach higher levels of achievement. Focusing on improving their level of expertise in the various steps and stages of selling technology and related services using a time tested, practical methodology that can be applied to both new and existing account base opportunities.**

#### **B. ORGANIZATION**

**This is an instructor led course that involves a large level of class participation and interaction. Topics are covered through a series of lecture, discussion, examples, role-plays and exercises all designed to drive home the points and concepts of the material. The workbook that each participant receives serves as a course and sales guide which will be invaluable for continuing to practice, build, and perfect the various skills and techniques taught and reviewed during class.**

**Time is devoted prior to course commencement to ensure specific areas of focus are examined and discussed with Sales Management for maximum effectiveness.**

**Class size is limited to (12) participants and held over a period of (3) days. Classes of (6) and under are conducted in a (2) day period. Larger classes require extended time for role-plays and exercises which lengthens time for content delivery.**

### **C. COURSE OBJECTIVES**

- 1.) Introduce and review the various stages and steps of the sales cycle.**
- 2.) Discuss a variety of prospecting tools and resources that can be incorporated with pre-call planning to provide maximum success for lead generation.**
- 3.) Participants provided with effective methods to quickly identify potential prospects and minimize time wasted on unqualified or low probability business customers.**
- 4.) Offer a multitude of methods to effectively interview customers to gather relevant information in terms that are meaningful and valuable from the customers perspective to build a strong sales strategy and high level proposals/presentations.**
- 5.) Cover a variety of techniques that improve skill levels for increasing call to close ratios in relation to the specific steps during the sales cycle.**
- 6.) Review activity levels and requirements to achieve targeted sales objectives and personal goal levels.**
- 7.) Develop the ideal weekly calendar to assure necessary sales activities are planned and managed effectively for maximum productivity.**

### **D. Course Topics**

- 1. Attributes and Characteristics of highly effective Sales Professionals**
- 2. Activity vs. Results**
- 3. Managing Time Wisely**
- 4. Pre-call Planning**
- 5. Effective Prospecting**
- 6. Getting past the "Gatekeeper"**
- 7. Developing Effective Scripts**
- 8. Appointment Setting**
- 9. Effectively Qualifying Opportunities**
- 10. Asking relevant questions with the ability to narrow down concerns and issues that translate to products and services offered by your company**

- 11. Presenting solutions in terms that are meaningful and valuable to the customer**
- 12. Becoming a polished and competent presenter**
- 13. Closing Business**
- 14. Follow-up and Follow thru**
- 15. Working with Consultants and responding to RFP's**
- 16. Differentiating yourself, your company and your customer service.**

#### **E. Materials and Documentation**

- 1) Each participant will be provided a detailed workbook which covers each course topic.**
- 2) Numerous exercises are performed by students to allow for skill development and to let them immediately put in practice the techniques discussed.**
- 3) Industry Specific Role-plays are utilized to build confidence and skill level while performing the actual call stages.**
- 4) Time Management tool provided to organize call and sales activities for effectively managing weekly productivity.**
- 5) Some role-plays and exercises are recorded and reviewed for critiquing and development purposes.**
- 6) Various hand-outs are available for questioning guidance during the qualification and customer assessment sessions.**
- 7) Courses can be tailored for specific emphasis and focus based on Managements assessment of teams current skill level, strengths and weaknesses.**