

## Sales Training

### Course Background:

This course is essential for anyone looking to improve their sales knowledge and skills. Participants will learn how to find new customers, give interesting presentations and close more sales.

### Course Content:

- Useful tips to find new customers
- Prospecting and business development
- Sales presentation skills
- Establishing what the customer needs
- Presenting the sales case
- Answering customer problems
- Closing the sale
- After sale service

### Learning Outcomes:

Upon successful completion of this course participants will gain the skills and knowledge needed to:

- Find new customers
- Make the perfect pitch
- Ask the right questions
- Ask probing questions
- Pitch stories to customers
- Respond to questions
- Close a sale
- Deliver all promises made to customers

## **This Course is Designed For:**

All personnel working in sales

## **Training Methodology:**

This course is classroom based and it is highly interactive with role-playing playing and practical exercises to reinforce the participants understanding and learning.

## **What to Bring to the Course:**

There are no requirements for this course

## **Duration of the Course:**

2 days

## **Participants:**

A maximum of 12 per course

## **Certification:**

Upon successful completion of this course participants will receive a certificate in sales training.