

SALES TRAINING FOR EMPLOYEES

Course Agenda



Course Overview:

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Sprintzeal's Sales Training Course for employees is meticulously crafted to empower employees and individuals with the essential skills and strategies required to excel in the field of sales. Through a dynamic blend of theoretical knowledge, practical exercises, and real-world case studies, participants will gain insights into effective sales techniques, customer relationship management, and negotiation strategies to drive revenue growth and achieve sales targets.

Prerequisites:

There are no specific prerequisites for this course. However, participants are expected to have a basic understanding of sales principles or experience working in sales-related roles.

Target Audience:

- Sales professionals at all levels
- Sales representatives
- Business development executives
- Entrepreneurs and startup founders
- Employees and anyone looking to enhance their sales skills and performance

Key Learning Outcomes:

- 1 Understand the fundamentals of sales principles and techniques
- 2 Develop effective communication and interpersonal skills for building rapport with clients
- 3 Learn strategies for prospecting, qualifying leads, and closing deals
- 4 Acquire negotiation techniques to overcome objections and secure agreements
- 5 Explore methods for effective sales presentation and pitching
- 6 Customer relationship management and retention strategies
- 7 Enhance time management and organizational skills
- 8 Develop resilience and adaptability to thrive in a dynamic sales environment.



Course Syllabus:

Module 1 - Selling

- Selling professional services.
- Why people don't buy.

Module 2 - The selling equation

- The selling equation: Activity x Skill x Attitude = Results

Module 3 - First impressions

- Managing first impressions.
- How to influence buying decisions.

Module 4 - Stages of a sales call

- The stages of the sales call – (opening, presentation, closing, and departure).
- AIDA Formula.
- The role of presentation skills.
- Believability.

Module 5 - Communication skills

- Getting information.
- Questioning skills.
- Powerful words for questions.
- The pitfalls in questioning
- Listening skills.
- Active listening skills.

Module 6 - Client expectations

- How to best manage client expectations.

Module 7 - Documents

- The client record card.
- How to craft a proposal.
- Buying signals and the role of price.

Module 8 - How to close the sale

- Effective closing techniques.
- The critical role of non-verbal communication.
- The use of eye contact, personal space, and how not to lose a sale.

About Sprintzeal's Sales Training for Employees Course:

Sprintzeal's Sales Training Course for Employees is designed to equip individuals with the knowledge, skills, and confidence needed to succeed in the competitive world of sales. With curated curriculum, this program offers practical insights and hands-on experience to help participants unlock their full potential and achieve sales excellence. Join us to elevate your sales performance and drive success for yourself and your organization.