

An Introduction to Professional Sales

To have made it to this stage, your graduate employee already possesses the interpersonal communication and aptitude that is required in a fast paced, professional environment. Module One builds upon this ability by providing the building blocks required to form the foundations for a successful sales career.

“The key to this business is personal relationships.”

- Tom Cruise, Jerry Maguire



This course challenges attendees to consider concepts such as:

The sales process

What makes an effective sale

Why people buy

'ABC' ('always be closing')

The Boot Camp

To help you to address the many challenges, knowledge gaps and confidence issues faced by employees that are new to a sales role, this highly interactive module will provide you with the theory, techniques and opportunity to practice and hone your skills in a fun, supportive learning environment. We cover:

- Mastering the elevator pitch
- Achieving rapport, credibility and essential knowledge-quickly and effectively
- Building customer trust
- Networking and the power of LinkedIn
- Preparing for the sales call
- Selling to different personality styles
- Getting past the gate keeper
- Securing the call back
- Effective questioning and listening
- Handling objections confidently
- Recognising buying signals and motivators
- Qualifying the sale
- Researching and preparing for a winning pitch
- Closing the deal

Takeaways

Throughout the four days, attendees are set tasks and objectives that stretch them from their comfort zone and aid their ongoing development. Learning is constantly reinforced by way of practical activities, group discussion and role-play activities, using our telephone training system.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.