

SALES TRAINING

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COURSE LENGTH: 1.0 DAYS

This Sales Training course from PD Training is designed to help both your experienced and new sales representatives develop and sharpen their skills to successfully manage the sales process in today's competitive marketplace.

The course covers the following topics: understanding the sales process, needs analysis to determine market demands, active listening and questioning skills, mastering Sales Psychology 101, creative presentations that sell, handling objections professionally & effectively, effective closing techniques and follow-ups, managing your sales database, goal setting and other crucial sales skills.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

SALES TRAINING COURSE OUTLINE

FOREWORD

This highly participative learner focused sales training course will boost the skills and confidence of your sales teams and turn your competent sales people into focused, high performers delivering exceptional results.

OUTCOMES

By the end of this course, participants will:

- ▶ Interpret prospect needs by conducting a needs analysis
 - ▶ Master active listening techniques to better connect with & understand clients
 - ▶ Manage the sales process by understanding where the sale is & how to keep the momentum moving forward
 - ▶ Master Sales Psychology 101 (mirroring, leading representational bias, tie-downs, & tag-ons)
 - ▶ Negate competitor quotes, while remaining professional
 - ▶ Deliver presentations that sell
 - ▶ Handle objections professionally & effectively
 - ▶ Master highly effective closing techniques
 - ▶ Follow-up to develop long-term relationships & future business
 - ▶ Set goals that motivate
 - ▶ Manage your sales database effectively
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MODULES

Lesson 1: Where you fit in the Sales Cycle

- ▶ Why people buy
- ▶ The sales cycle
- ▶ Your sales Profile
- ▶ Reflection

Lesson 2: Prospecting

- ▶ Turning leads into sales
- ▶ BANT - Qualifying Leads
- ▶ Keys to successful prospecting
- ▶ Your Prospecting Success
- ▶ Reflection

Lesson 3: Building Rapport

- ▶ The Rapport Transition
- ▶ Establishing Personal Rapport
- ▶ Your Ability to Build Rapport
- ▶ Reflection

Lesson 4: Discovering Needs

- ▶ Asking the Right Questions
- ▶ Earning Trust Through Listening
- ▶ Your Ability to Discover Needs
- ▶ Reflection

Lesson 5: Presenting Solutions

- ▶ The Four Ps of Preparation
- ▶ Leveraging Your Solution
- ▶ Your Ability to Present
- ▶ Reflection

Lesson 6: Overcoming Objections

- ▶ Does Objection = Rejection?
- ▶ Types of Objections
- ▶ 4 Steps to Responding to Objections
- ▶ Your Ability to Handle Objections
- ▶ Reflection

Lesson 7: Closing the Sale

- ▶ Knowing When to Close
- ▶ Types of Closes
- ▶ Examples of asking for the sale
- ▶ Your Ability to Close the Sale
- ▶ Reflection

Lesson 8: Servicing the Client

- ▶ Acquisition vs Retention
- ▶ Asking for and Working with Referrals
- ▶ Your Ability to Service the Client
- ▶ Reflection

Lesson 9: Reflections

- ▶ Create an Action Plan
- ▶ Accountability = Action

WEB LINKS

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)