



# Sales Foundation Workshop

## Toolkit for Sales Representatives, Sales Officers and Sales Trainees

To understand the importance of Sales Planning, it is important that following questions are appropriately addressed by the Sales and Business Development teams; either operating in commercial setup or in social development environment

- Do you want to increase your profitability?
- Do you want to run your business more efficiently?
- Do you want to stop firefighting and have more control over events that can affect your business performance and total sales?
- Do you understand how your customers and prospects are changing?
- Is the technology and internet a growing threat to your sales results?
- Do you have right skills and knowledge to identify the business environment you operate in and how to maximize sales in that environment?
- Is your team well equipped with the latest tools and techniques of Sales Planning and management?
- Is your team trained on the selling skills and their usage in the daily sales process?

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

## Course Outcome

By the end of this course, participants will:

- Interpret prospect needs by conducting a needs analysis
- Understand active listening techniques to better connect with & understand clients
- Manage sales process by understanding where the sale is & how to keep the momentum moving forward
- Deliver presentations through public speaking abilities
- Handle objections professionally & effectively
- Master highly effective closing techniques
- Follow-up to develop long-term relationships & future business
- Manage your sales database effectively

### Module 1

- Defining the Sales Process
- Type of Sales
- Common Sales Approaches
- Glossary of Common Terms

### Module 3

- Creative Openings
- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

### Module 5

- Delivering Presentations that Sell
- Features and Benefits matched to Customer Need
- Outlining your Unique Selling Proposition

### Module 7

- Closing the Sale
- Understanding when it's Time to Close
- Things to Remember

### Module 9

- Managing your Data
- What is a sales pipeline
- Manage your pipeline

### Module 2

- Getting Prepared to make the Call
- Identifying your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

### Module 4

- Active Listening
- The importance of active listening
- Restating and Paraphrasing to gain commitment

### Module 6

- Handling Objections
- Common types of Objections

### Module 8

- Following Up
- Thank-you Notes
- Resolving Customer Service Issues
- Staying in Touch

The course structure is a **hands-on workshop** that provides participants to revisit the concepts of Sale Planning & Selling Skills and help them identify implementation of these in their respective organizations. At the end of the course, the participants would take a **set of practical tools & techniques** that they can apply in their daily operations with improved results

### Who Should Attend

- Professionals & Trainees of Sales Management and Business Development
- Professionals & Trainee Engineers engaged in Contract Management and Vendor Management
- Professionals & Trainees Engineers engaged in Sales of Industrial and High end Equipment / Solutions
- Professionals & Trainees of Banking dealing in Consumer Banking, Investment Banking & Corporate Banking
- Professionals & Trainees of Financial Services Marketing such as General & Life Insurance & Asset Management
- Professionals & Trainees of Non Commercial / Social Development dealing in Grants and Fund Raising deals
- Professionals & Trainees of HR to develop better understanding for hiring Sales professionals

