



Sales Series

(2 day Instructor-Led Course)



Course Features

Course Overview

This module lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills. The CBP Sales module covers all the major sales stages and teaches the best practices in the sales industry.

Who Should Attend

This course is designed for candidates who wish to specialize in specific business skills segments.

Prerequisites

This course requires that students meet the following prerequisites:

- The candidate must have a commitment to the pursuit of excellence
- The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards

What You Will Receive

Each student will receive a copy of the course manual for post-class reference and review.

Certification Preparation

This module prepares candidates to sit the Certified Business Professional Exam - **C30-508**

Tuition Fees

In Class 2 Day Business Sales Program - \$550.00 per student

Exam: Certified Business Professional Business Sales **C30-508** - \$150.00

Follow-up Courses

- Leadership Series
- Business Etiquette Series
- Customer Service Series
- Business Communication Series

Course Outline

Introduction to Selling

- .. Definitions: Seller, Buyer, Selling
- .. Sales Strategies and Tactics
- .. Sales Stages

Prospecting Success Strategies

- .. What is prospecting?
- .. Building your customer profile
- .. Decision Making Authority
- .. The Decision Maker vs Influencer
- .. End-User

First Contact Success Strategies

- .. First Contact
- .. Establishing Buyer Trust
- .. Building Rapport
- .. Attention Grabbers

Qualification Success Strategies

- .. The Qualification
- .. Buying Criteria vs Motive
- .. Qualification Steps
- .. Discovery Questions
- .. Effective Listening

Presentation Success Strategies

- .. Delivering a Prospect-specific Presentation
- .. Personal Attention
- .. Proof-of-Success
- .. Product Demonstration
- .. Keys to a Powerful Presentation

Successful Objection Resolution

- .. Strategies
- .. Resolving Objections
- .. Identify & Resolve Hidden Objection

Successful Closing Strategies

- .. Closing Stage
- .. The Fear Barrier
- .. Buying Signals
- .. Strategies for closing the sale
- .. What do you do if your prospect says no
- .. What do you do when a sale is lost?

Wrap-up & Follow-up Strategies

- .. Wrap Up & Follow-up
- .. Referrals
- .. Follow-up & Repeat Sales
- .. Strategies that Create Repeat Sales