

## **Sales Workshop**

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Course Number: 08955

Soft Skills: Sales Workshop

Course length: 1.0 day(s)

### **Course Description**

- Identify the behaviors and skills of a successful sales professional
- Describe different types of selling models
- Identify elements of the sales framework
- Understand prospecting basics and be able to conduct a sales call
- Use a customer-centered selling approach to provide value
- Choose a closing technique to earn the business
- Complete a formula to achieve sales goals
- Manage the customer relationship on an ongoing basis

### **Course Objectives:**

- Unique aspects of sales functions compared with the rest of an organization
- Behaviors, characteristics and skills of a successful salesperson
- Characteristics of different selling models, types and structures
- Calculating and setting goals based on your sales quota and plan
- Analyzing the territory and conducting account research
- Planning your calendar to achieve sales goals and build a sales pipeline
- Identifying resources and methods of generating leads
- Strategies to respond to common new business objections
- The “Earn the Business” process
- The “Deliver the Business” process
- The “Manage the Relationship” process
- Technologies or methods for maintaining customer information

### **Target Student:**

Salespeople, sales support, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

**Delivery Method:** Instructor led, group-paced, classroom-delivery learning model with structured hands-on activities.



**For Training Information, call 410-461-1083**