

FASTER **COURSE**

SALES SKILLS

SHORT COURSE CONTENT SUMMARY



About the Course

The introduction discusses sales skills as an essential ability for achieving your goals. It also introduces some major benefits of good sales skills, both on a company and on an individual level.

The next part of the training deals with **psychological concepts** that are relevant to sales (liking, social proof, comparison/contrast) and how they can help you understand your customers. We also look into customer personas and their role in prospecting and approaching clients.

In the next chapter, we discuss **solution selling** as an essential part of a successful mindset in sales. We explain the need to focus on the customer's goals and tailoring your presentation accordingly and provide a truly **valuable sales interaction**.

Finally, we move on to specific sales **skills** that will improve your performance in each step of the sales cycle. This includes: knowing your product, prospecting, communication, responsiveness, active listening, questioning, handling objections, etc.

The **Test** section contains a total of 6 questions (multiple choice, drag-and-drop).

Contents

DETAILED COURSE CONTENT

INTRODUCTION

- Benefits
- Introduction
- Why are sales skills important?

PSYCHOLOGICAL CONCEPTS

- Psychological concepts behind sales
- Let's revise!
- Buyer personas

SOLUTION SELLING

- Solution selling
- Customer needs
- Let's revise!
- Value

MAJOR SALES SKILLS

- Major sales skills
- 1. Knowing your service/product
- 2. Prospecting
- 2. Prospecting (2)

3. Communication

Do's and Dont's

Let's revise!

4. Responsiveness

5. Active listening

6. Questioning

7. Handling objections (1)

7. Handling objections (2)

7. Handling objections (3)

Let's revise!

8. Preventing objections

9. Presentation

10. Gaining trust

11. Closing

12. Maintaining post-sale relationships

SUMMARY

- Key points

TEST

Detailed Course Content

Section 1 - Introduction

BENEFITS

A brief explanation of what the learner will gain by completing the training.

INTRODUCTION

An introduction to sales skills and how they can help you reach your goals, independent of your position at the company.

WHY ARE SALES SKILLS IMPORTANT?

An overview of benefits that mastering sales skills can provide to an individual as well as the company that they represent.

Section 2 – Psychological Concepts

PSYCHOLOGICAL CONCEPTS BEHIND SALES

An explanation of three major concepts that drive the way people perceive any product - liking, social proof, comparison/contrast.

LET'S REVISE!

A drag-and-drop exercise where the learner needs to match each psychological concept to the corresponding quote.

BUYER PERSONAS

An explanation of how to construct a buyer persona and how it can be used to improve your prospecting and general approach to sales.

Section 3 - Solution Selling

SOLUTION SELLING

An introduction to the concept of solution selling.

CUSTOMER NEEDS

A detailed description and an example of a sales process that is focused on the customer's needs and goals.

LET'S REVISE!

A single choice task where the learner has to evaluate a salesperson's approach in the given situation.

VALUE

A list of elements of a sales conversation that provides value to the customer.

Section 4 - Major Sales Skills

MAJOR SALES SKILLS

An introduction to the sales cycle.

1. KNOWING YOUR SERVICE/PRODUCT

An explanation of thorough knowledge of the product as an essential part of your success as a salesperson.

2. PROSPECTING

An overview of prospecting methods - online research, using existing or old connections, cold calling.

2. PROSPECTING (2)

Some practical advice on cold calling.

3. COMMUNICATION

Some general tips for oral and written communication.

DO'S AND DONT'S

Advice on what language you should/shouldn't use in communication with a customer.

LET'S REVISE!

A True/False exercise where the learner has to evaluate 5 statements.

4. RESPONSIVENESS

A brief introduction to understanding and empathizing with your customer's needs.

5. ACTIVE LISTENING

An introduction to active listening as an essential part of the sales conversation.

6. QUESTIONING

A discussion of the need to obtain relevant information from the customer in order to tailor your offer to their situation.

7. HANDLING OBJECTIONS (1)

An introduction to common reasons for objections.

7. HANDLING OBJECTIONS (2)

A description of the general process for handling objections.

7. HANDLING OBJECTIONS (3)

Explanations of various methods for handling objections (boomerang, chunking, feel-felt-found, pushback etc.).

LET'S REVISE!

An activity where the learner needs to select appropriate responses to a customer's objection.

8. PREVENTING OBJECTIONS

A brief description on how you can address common objections in your proposal.

9. PRESENTATION

General advice on presenting your product effectively.

10. GAINING TRUST

Approaches to gaining the customer's trust - presenting yourself as an expert, addressing the customer's interests.

11. CLOSING

Descriptions of some approaches you can use to close the sale (urgency, assumptive, suggestion, question, summary).

12. MAINTAINING POST-SALE RELATIONSHIPS

Tips for maintaining relationships with customers after closing the sale.

Section 5 - Summary

KEY POINTS

Key points from the theoretical part of the training.

Test

The test contains a total of 6 questions (multiple choice, drag-and-drop) that check the learner's understanding of the course content. ◆