

Sales Fundamentals

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete something that merits spending some of their hard-earned-money. The Sales Fundamentals workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Your participants will become more confident, handle objections, and learning how to be a great closer.

Course Outline

- Understanding the Talk
- Getting Prepared to Make the Call
- Creative Openings
- Making Your Pitch
- Handling Objections
- Sealing the Deal
- Following Up
- Setting Goals
- Managing Your Data

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Who Should Attend

Middle level staff such as:

- Sales representatives

For more information please feel free to contact:

Invita Training Center | P.O. Box 1197 | Manama | Kingdom of Bahrain
Tel: +973 17 506000 | Fax: +973 15 500202 | info@invita.com.bh