

Sales Prospecting, Qualifying and Closing - 2 days

Objectives

This course will help you to get the best results for your efforts part of this efficiency comes from qualifying sales prospects and then closing the sale effectively. You need the best results you can get from your contact time don't you?

Take your selling skills to a new level by learning strategies on how to find and qualify prospects and therefore make more sales. This Sales Prospecting, Qualifying, and Closing course is one of our sales courses for professional sales people who want to manage the time and energy they have to get the best results.

This course has tools, techniques and methods for making sure that you are following sound principles as you qualify prospects and determine where to invest your time maximizing your potential.

Prerequisites.

There are no prerequisites for this course.

Exercises

This course is trainer led, involving the exploration of practical applications and concepts in an experiential format. Using both individual and group activities providing a chance to test and explore a range of subjects in a safe workshop style environment.

Introduction to selling

- Introduction to buying and selling
- Why do people buy
- History of selling
- The sales model
- FABS

Sales skills

- Organization
- Prioritization and time planning
- Territory management
- Quota management
- Communication
- Personal motivation
- BEERS
- Developing you motivation

The sales process

- The selling process
- Successful Sales People
- Benefits of the sales process
- The buying process
- Five phases of buying

Prospecting

- Introduction to prospecting
- Defining your target market
- Defining your customers
- Prospecting methods
- Ways to look for new business
- Phone prospecting
- Networking
- Gatekeepers

Qualifying

- The qualifying process
- Needs and decision criteria
- Developing active listening skills
- The questioning process
- Five important questions to ask
- The qualifying decision

Presenting

- Selling process and strategy
- Positioning
- Buyer types
- Developing credibility and rapport
- Presenting to buyers
- Handling objections during a presentation
- What to do after the meeting

Completing

- Negotiating
- Effective negotiations
- Handling discounts
- Closing the sale
- Price vs Risk
- Final closes

Servicing

- Customer service
- Customer loyalty
- Service as a process
- Responsive care

Using what you've learned

- The implementation phase
- The 21 day technique
- Resources and tools