

Course Overview:

The Sales skills 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 Sales skills module covers all the major sales stages and teaches the best practices in the sales industry.

Course Objective:

The objective of this course is To learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills.

Course Outline:

- Introduction to Selling
- Prospecting Success Strategies
- First Contact Success Strategies
- Qualification Success Strategies
- The components of an effective sales plan
- Setting meaningful objectives
- The planning process
- Planning tools and models
- Creative thinking, testing ideas
- Determining the type and extent of organisational support required
- Problems to overcome when planning
- Defining the market and prioritising its sectors
- Running a gap analysis report
- Understanding competitive position
- Establishing accurate metrics to determine activity levels

Who Should Attend:

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

Training Language:

Eng/Ar

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation