

# Sales Series

*(2 day Instructor-Led Course)*

## Course Overview

This module 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 CBP Sales module covers all the major sales stages and teaches the best practices in the sales industry.

## Who Should Attend

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

## Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

## What You Will Receive

Each student will receive a copy of the course manual for post-class reference and review.

## Certification Preparation

This module prepares candidates to sit the Certified Business Professional exam – **C30-508**

## Follow-up Courses

- Leadership Series
- Customer Service Series
- Business Etiquette and Professionalism Series
- Business Communications Series

## Course Content

### **Introduction to Selling**

- Definition Selling
- The Definition of a Seller and a Buyer
- Selling and Sale Requirements
- Sales Strategies, Tactics, and Attitude
- Ways we sell - Person-to-Person, Telemarketing, Direct Mail, Email and Internet
- The Selling Process - Strategies & Tactics
- Sales Stages
- Product Knowledge
- Develop a Positive Sales Attitude
- Enjoy Selling
- Be Excited

### **Prospecting Success Strategies**

- Prospecting
- What is prospecting?
- What is a prospect?
- A Customer Profile
- Channel Ratings
- Lead Channels
- Decision Making Authority
- The Decision Maker and Influencer
- Political, Financial and Technical Influence

### **First Contact Success Strategies**

- First Contact
- Establishing Buyer Trust
- Building Rapport
- Smile and Handshakes
- Use Names
- Be Sincere and Friendly
- Using a Trust Substitute
- Common Ground
- Compliment and Affirm
- Professional Greeting and Image
- Body Language and Eye Contact
- Step 1 - Greeting
- Step 2 – Introduction & Rapport
- Attention Grabbers

### **Qualification Success Strategies**

- The Qualification
- Buying Criteria
- Buying Motive
- Qualification Steps
- Discovery Questions and Styles
- Close-ended Questions
- Open-ended Questions
- Alternative, Assessment, and Reward Questions
- Effective Listening