

## [ Basic Sales Skills ]

This instructor-led training course teaches students the fundamentals of the selling process.

## [ Entrance Requirements ]

None

## [ Training ]

This is a one day course.

## [ Course Outline ]

### **Unit 1: Sales fundamentals**

**Topic A:** The sales process

**Topic B:** Elements of selling

**Topic C:** Understanding sales terms

### **Unit 2: Your professional self**

**Topic A:** Developing your character

**Topic B:** Managing yourself

### **Unit 3: Handling clients**

**Topic A:** Finding your clients

**Topic B:** Connecting with your clients

**Topic C:** Finding solutions

### **Unit 4: The sales presentation**

**Topic A:** Anticipating objections

**Topic B:** Creating a sales presentation

**Topic C:** Responding to objections