

# Effective Sales Techniques - Pro Selling Skills



**SDGC**  
TRAINING & CONSULTING

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## **OVERVIEW**

The "Effective Sales Techniques - Pro Selling Skills" course teaches participants a comprehensive set of sales techniques to help them sell more effectively and close more deals, including understanding the buying process, building rapport and trust, effective communication skills, closing techniques, sales strategy and planning, time management, and utilizing technology and sales tools, through a combination of lectures, group discussions, role-playing exercises, and hands-on activities.

## **COURSE OBJECTIVES:**

- To provide participants with a comprehensive understanding of the buying process and how to effectively navigate it to close more deals.
- To equip participants with the skills and techniques necessary to build strong relationships with potential customers and establish trust.
- To improve participants' communication skills, allowing them to effectively communicate the value of their products and services and overcome objections.
- To teach participants a variety of proven closing techniques to help them close more deals.
- To help participants develop a sales plan and strategy to achieve their sales goals.
- To provide participants with time management techniques to maximize their sales results.
- To familiarize participants with technology and sales tools to improve their sales performance.
- To equip participants with the confidence and skills necessary to sell more effectively and close more deals.

## **OBJECTIVES: WHO SHOULD ATTEND THIS COURSE**

The "Effective Sales Techniques - Pro Selling Skills" course is ideal for individuals who are looking to improve their sales performance and achieve greater success in their sales careers. The course is designed for:

- Sales professionals: Whether they are new to the field or have years of experience, participants will benefit from the comprehensive sales techniques and skills taught in the course.
- Entrepreneurs: Entrepreneurs who are looking to sell their products and services more effectively will benefit from the sales techniques and skills taught in the course.
- Marketing professionals: Marketing professionals who are responsible for selling products and services will benefit from the sales techniques and skills taught in the course.
- Business development professionals: Business development professionals who are responsible for finding new business opportunities and closing deals will benefit from the sales techniques and skills taught in the course.
- Anyone looking to improve their sales performance: The "Effective Sales Techniques - Pro Selling Skills" course is ideal for anyone looking to improve their sales performance, regardless of their previous experience or background.

## **DURATION: 2 DAYS**

## **PROGRAM OUTLINE**

### **Module I. Introduction to Sales Techniques**

- Understanding the sales process
- Identifying customer needs and wants
- Setting sales goals

### **Module II. Building Relationships with Customers**

- Building trust and rapport with customers
- Understanding customer behaviors and communication styles
- Developing and maintaining long-term customer relationships

### **Module III. Effective Communication in Sales**

- Active listening skills
- Asking open-ended questions
- Tailoring your communication to meet the needs of your customer

### **Module IV. Advanced Selling Techniques**

- Overcoming objections
- Negotiation skills
- Closing techniques

### **Module V. Leveraging Technology and Sales Tools**

- Using CRM software to track customer interactions
- Using social media and email marketing to generate leads
- Sales forecasting and performance metrics

### **Module VI. Selling in a Global Market**

- Understanding cultural differences in sales
- Adapting sales techniques to different markets and audiences
- International sales strategies and best practices

### **Module VII. Putting It All Together**

- Developing a personal action plan for success in sales
- Role-playing and practicing sales scenarios
- Reviewing case studies of successful sales techniques