

SALES FUNDAMENTAL

"Sales are contingent upon the attitude of the salesman, not the attitude of the prospect."

- W. Clement Stone

Introduction

Sales Fundamental training program will look at versatility and influencing to enable participants to transform 'selling situations' into opportunities for relationship building. In particular, we will expand the range of techniques used to deliver information and raise awareness of personal style. A winning combination for your next big pitch!

Objective

- To enhance and develop the selling skills of the sales personnel.
- To enable participants to understand the customer requirement effectively and thereby propose a solution that would be appreciated and valued by the customer.
- To effectively build long standing relationships with customers by understanding behaviours.
- To develop a positive frame of mind while dealing with customers.

Methodology

The program will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the program and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

Duration

16 hours

Batch size

Maximum 16 participants

Program Profile

The session will help the participants understand the importance and effectiveness of **planning sales calls and territory planning**. The program will also address the **paradigm shift in sales industry** and provide them with **role clarity** required to become an effective sales executive. The session will also help them in **understanding various customer types** and the **ideal way of interacting with them**.

Participants will be carried through the entire **sales process** which will help them in **understanding how to build a sales funnel** and effectively **closing deals** along with generating fresh leads.

