

## Sales: Prospecting, Qualifying, and Completing

2 days

### Description

This ILT Series course introduces students to the sales model developed by iSpeak. Students will learn the organization, communication, and personal motivation skills that every salesperson needs. They will also identify and examine each stage of the selling process: prospecting, qualifying, presenting, completing the sale, and servicing.

### Prerequisites

- None

### Course Outline

#### **Unit 1: Introduction to selling**

Topic A: Introduction to buying and selling  
Topic B: The sales model

#### **Unit 2: Sales skills**

Topic A: Organization  
Topic B: Communication  
Topic C: Personal motivation

#### **Unit 3: The sales process**

Topic A: The selling process  
Topic B: The buying process

#### **Unit 4: Prospecting**

Topic A: Introduction to prospecting  
Topic B: Prospecting methods  
Topic C: Phone prospecting

#### **Unit 5: Qualifying**

Topic A: The qualifying process  
Topic B: The questioning process

#### **Unit 6: Presenting**

Topic A: Selling process and strategy  
Topic B: Buyer types  
Topic C: Presenting to buyers

#### **Unit 7: Completing**

Topic A: Negotiating  
Topic B: Closing the sale

#### **Unit 8: Servicing**

Topic A: Customer service  
Topic B: Service as a process

#### **Unit 9: Using what you've learned**

Topic A: The implementation phase  
Topic B: Resources and tools