

Sales Skills: Advanced

1 day

Description

This ILT Series course builds on the fundamentals of Sales Skills: Basic. In the Advanced course, students learn how to build relationships with clients, help clients envision their needs, negotiate to meet the identified needs, study the market, and analyze competitors. Course activities also cover researching clients, and implementing a consulting strategy to develop solutions for clients. Students will also close a sale and follow up after the sale.

Prerequisites

- *Sales Skills: Basic*

Course Outline

Unit 1: Gaining customer commitment

Topic A: Building relationships

Topic B: Demonstrating the need

Topic C: Satisfying the need

Unit 2: Studying the market

Topic A: Sales strategies

Topic B: Analyzing markets and competitors

Topic C: Researching clients

Unit 3: Developing a winning strategy

Topic A: Consulting with clients

Topic B: Developing solutions

Unit 4: Effectively closing a sale

Topic A: Demonstrating the benefits

Topic B: Confirming commitment

Topic C: Closing the sale and following up