

## Sales Skills: Basic

1 day

### Description

This ILT Series course teaches students the fundamentals of sales team management. Students will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Course activities also cover choosing a territory strategy, conducting territory reviews, developing and using sales forecasts, conducting sales meetings, and setting goals in meetings. Students will also learn how to motivate sales team members, implement compensation practices to keep top performers, and identify and improve substandard performance.

### Prerequisites

- *None*

### 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