

SALES SKILLS

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making this interest concrete – something that merits spending some of their hard-earned money.

This workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale.

Workshop Objectives

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

