

MMM Training Solutions Selling Skills Proposal



Contact Details

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Training Agenda for Selling Skills

Duration: 16 hours

SESSION	TRAINING TOPICS	DURATION
Introduction	<ul style="list-style-type: none"> ▪ Ice Breaker ▪ Setting Expectations 	1 hour
Part 1 - Communication Skills	<ul style="list-style-type: none"> ▪ Spoken communication ▪ Listening Skills ▪ Non-Verbal Communication 	4 hours 2 hours 2 hours 8 Hours
Part 2 - Selling Skills	<ul style="list-style-type: none"> ▪ Role Play situations ▪ Preparing for the sales call ▪ Conducting the sales call ▪ Dealing with different kinds of customers ▪ Understanding Sales terminology ▪ Role Play situations 	0.5 hours 1 hour 2.5 hours 1.0 hour 0.5 hours 2.0 hours 8 Hours
Closing	<ul style="list-style-type: none"> ▪ Q & A, Summary and Feedback 	0.5 hours



Description of Modules

Part 1 - Communication Skills

- Spoken communication
 - Improving the effectiveness of communication
 - Structure of communication
 - Questioning techniques
 - Open ended questions
 - Close ended questions
 - Multiple questions
 - Leading questions
- Listening Skills
 - Passive Listening
 - Active listening
 - Reflective Listening
- Telephone Etiquette
 - 5 phases of a call
 - Opening
 - Needs Identification
 - Collection/verification of information
 - Providing information/potential solutions
 - Closing and next steps
 - Using PICTURE
 - P - Pitch
 - I - Inflection
 - C - Courtesy
 - T - Tone
 - U - Understanding
 - R - Rate of Speech
 - E - Enunciation
- Non-Verbal Communication
 - Using non-verbal encouragement over the telephone
 - Tips on body language over the telephone



Part 2 – Selling Skills

- Preparing for the sales call
 - Conducting research on the industry and organization
 - Planning the Sales Interview
 - Prospecting
 - Critical mistakes committed during phone prospecting

- Conducting the sales call
 - Introduction
 - Presentation of information
 - Selling techniques
 - BAF
 - Consultative selling
 - Handling objections
 - Time Management Techniques
 - To-do lists and follow up
 - Reducing After Call Work (ACW)
 - Scheduling follow-up calls

- Dealing with different kinds of customers
 - Angry customers
 - Talkative customers
 - Gatekeepers
 - Customers who are not interested
 - Customers who are pressed for time

- Understanding Sales terminology
 - Glossary of sales terms

Training Hours:

The duration of the training program will be 16 hours

Training Methodology:

- PowerPoint Presentation



- Role Plays
- Games and Group Activities
- Movie and audio clips

Resources Required:

- MMM Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by client
- The following will be provided by client:
 - Handouts will be printed/photocopied
 - The LCD projector & computer with CD and DVD drive
 - Folders/files for trainees to store their information/feedback
 - Audio speakers
 - Pens and notepads for trainees