



## Training Topics:

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- What is selling?
- The importance of the right attitude
- **The 7 steps of a sale:**
  - Preparing for the sales call
    - Conducting research on the industry and organization
    - Planning the Sales Interview
  - Opening the sales call
    - Introduction
    - Presentation of value proposition
    - Exercise: eye for detail
  - Probing
    - Probing to understand needs
    - Paraphrasing and summarizing understanding
  - Presenting information
    - Activity: information overload
  - Handling objections
  - Closing
    - Persuasion
    - Gaining commitment
  - Follow up
    - Scheduling follow-up calls
- **Selling techniques:**
  - BAF
  - Consultative selling



- **Writing a sales proposal**
  - Statement of objectives
  - Methodologies
  - Measures of success
  - Relevant experience
  - Timing
  - Value statement

## **Training Hours:**

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The duration of the training program will be 8 hours