



Training Topics

Preparing for Sales

- Preparing a checklist of information to be procured before the sales call
- Understanding the client organisation's profile
- Understanding the potential needs of the client and the industry that they work in

Opening of the Sales Call

- Opening and Introduction
- Elevator Pitch
- Making a positive first impression
- Positive verbal and Non-verbal Communication

Probing to Understand Customer Needs:

- List of questions to ask prospects to understand needs
- Funneling technique

Presentation of Sales Proposition

- Needs-based / Consultative selling
- BAF

Handling Objections and Dealing with Different Kinds of Customers

- Dealing with frequently raised objections from clients
- Negotiation
- Dealing with different kinds of customers
 - Angry customers
 - Talkative customers
 - Gatekeepers
 - Customers who are not interested
 - Customers who are pressed for time

Closing

- ABC – Always Be Closing



- Understanding buying signals
- Making a firm request for the sale
- Following-up

Training Hours:

The duration of the training program will be 16 hours (2 days)

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 the workshop 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 & Audio speakers