Training Topics:

- 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:**

The duration of the training program will be 8 hours