

Professional Development

Professional Selling Skills

Course Code: PD301

Professional Selling Skills is designed for individuals responsible for business development and/or have a customer-facing role. Critical selling skills taught in this program enable the participant to achieve annual sales goals and develop and nurture customer relationships at the appropriate levels within their clients' organizations. Using the Logical Selling Process, participants apply sales tips and techniques to develop customer relationships and close business.

Learning Objectives

- Introduce the Logical Selling Process to guide the participants through the selling process
- Improve oral communication skills, specifically questioning and active listening skills
- Establish guidelines for creating clear, concise and coherent emails
- Develop an initial benefits statement to use in the selling process
- Provide a variety of sales tips and techniques that can be used throughout the logical selling process
- Enhance participant effectiveness in all business development activities through relevant application of sales strategies
- Assess the impact of one's communication efforts on others
- Practice various approaches to closing the sale

Topics & Content

- Pre-call planning
- Getting through to your audience
- Developing an initial benefits statement
- Effectively using email and voice mail
- Questioning techniques
- Discovering the prospect's needs
- Determining the right solution
- Overcoming objections
- Qualifying your contact as the decision maker
- Techniques to close the deal
- Managing multiple accounts

Course Information

Duration

1 day

Audience

This course is designed for all personnel in the private or public workforce at the novice or entry level sales position

Accreditations

OPM: 7 CLPs

OPM Competency: Influencing

***"It was excellent!
One of the better
ones that we've
had. Very engaging
instructor and
the content was
relatable."***

