

Mastering Sales Fundamentals

This training uses a comprehensive approach to tackle each step in the sales process and allows participants to grasp the core fundamentals of the sales industry

AUDIENCE

Account Manager (AM)
Key Account Manager (KAM)
Sales professionals/sales team

VALUE

Ability to develop a winning mindset through effective communication and negotiation skills
Comprehensive understanding of the whole sales process

OBJECTIVES

- Craft strategies for personal and professional development
- Master sales star mindset & adapting to sales dynamic world
- Address the whole sales process including contacting, prospecting, negotiation,..etc
- Gain a comprehensive understanding of sales fundamental soft skills

CONTENT

Comprehensive understanding of core soft skills

- Role of fundamental sales principles on business
- Mastering communication and time management skills
- How to be highly confident and emotionally intelligent

External factors that influence personal development

- Importance of team work and networking
- Sales territory management
- Designing strategies in alignment with the organization's goals

Sales Negotiation and persuasion

- The art of closing deals and following up
- Overcoming conversational challenges through persuasive presentations
- Lead generation, prospecting, ..etc

Tailored solutions for unconventional problems

- Elevating decision-making skills
- Fostering participants to embark on new opportunities
- Providing tailored & specific tools

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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DAYS