



the Management Development Institute

business and management education since 1981

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Sales Skills: Advanced

Code: CT93-102 **Duration:** 1 day
Series: Sales Management

Gaining customer commitment

Building relationships
Demonstrating the need
Satisfying the need

Developing a winning strategy

Consulting with clients
Developing solutions

Studying the market

Sales strategies
Analysing markets and competitors
Researching clients

Effectively closing a sale

Demonstrating the benefits
Confirming commitment
Closing the sale and following up

By completing this course, participants will learn how to:

- ✚ Build relationships with clients, identify the stages of need, help clients envision their needs, and satisfy the need through negotiation.
- ✚ Study the market by using sales strategies, analysing competitors, and researching clients.
- ✚ Use the consulting strategy and develop solutions for clients.
- ✚ Close a sale by demonstrating the benefits to clients and properly responding to client signals; then provide follow-up after the sale.

Prerequisites: Sales Skills: Basic or equivalent knowledge