the
Management Development
Institute
business and management education since 1981

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Sales Skills: Basic

Code: CT93-100   **Duration:**   1 day

Series: Sales Management

Sales fundamentals
The sales process
Elements of selling

Understanding sales terms
Your professional self
Developing your character
Managing yourself

Handling clients
Finding your clients
Connecting with your clients
Finding solutions

The sales presentation
Anticipating objections
Creating a sales presentation
Responding to objections

By completing this course, participants will learn how to:

- Describe and implement the sales process, collaborate with clients, understand client's decision-making practices, and define common sales terms.
- Develop your professional character and manage yourself by establishing credibility and behaving professionally.
- Handle clients by prospecting, making sales calls, networking, and helping clients find solutions to their problems.
- Identify the client objections, create a sales presentation to influence their perceptions, and effectively respond to objections.

Prerequisites: None