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COMMITTED TO SKILLS DEVELOPMENT IN THE ICT SECTOR  
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## Sales: Prospecting, Qualifying, and Completing

ISBN: 142395159X

Published: August 13, 2006

Course Length: 2-days (12+ hours)

Prerequisites: None

### Description:

This ILT Series course, rated 4.9/5.0 in overall quality by ProCert Labs, introduces students to the sales model developed by iSpeak. Students will learn the organization, communication, and personal motivation skills that every salesperson needs. They will also identify and examine each stage of the selling process: prospecting, qualifying, presenting, completing the sale, and servicing. Comes with CertBlaster software (download) and a companion CBT program.

### Topic-Level Outline

#### Unit 1 : Introduction to selling

Topic A: \* Introduction to buying and selling

A-1: Defining FABs

Topic B: \* The sales model

B-1: Identifying your products and services

B-2: Discussing the sales model

#### Unit 2 : Sales skills

Topic A: \* Organization

A-1: Prioritizing sales activities

A-2: Planning quotas

Topic B: \* Communication

B-1: Practicing tongue twisters

B-2: Discussing body language

Topic C: \* Personal motivation

C-1: Identifying the benefits of motivation

C-2: Developing your motivation

#### Unit 3 : The sales process

Topic A: \* The selling process

A-1: Identifying stages of the selling process

Topic B: \* The buying process

B-1: Identifying stages of the buying process

#### Unit 4 : Prospecting

Topic A: \* Introduction to prospecting

A-1: Defining your target market

A-2: Defining your target customer

Topic B: \* Prospecting methods

B-1: Discussing prospecting methods

B-2: Discussing gatekeepers

Topic C: \* Phone prospecting

C-1: Developing a cold-call sales script

#### Unit 5 : Qualifying

Topic A: \* The qualifying process

A-1: Identifying decision criteria

A-2: Improving your listening skills

Topic B: \* The questioning process

B-1: Discussing the questioning process

B-2: Developing probing questions

B-3: Writing qualifying questions

#### Unit 6 : Presenting

Topic A: \* Selling process and strategy

A-1: Discussing positioning

Topic B: \* Buyer types

B-1: Identifying buyer types

Topic C: \* Presenting to buyers

C-1: Writing your elevator pitch

C-2: Handling objections

C-3: Discussing post-meeting activities

#### Unit 7 : Completing

Topic A: \* Negotiating

A-1: Negotiating to make a sale

Topic B: \* Closing the sale

B-1: Developing closing questions

#### Unit 8 : Servicing

Topic A: \* Customer service

A-1: Discussing customer service

Topic B: \* Service as a process

B-1: Discussing Responsive CARE

#### Unit 9 : Using what you've learned

Topic A: \* The implementation phase

A-1: Recording ideas from satori moments

A-2: Committing to improvement

Topic B: \* Resources and tools