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COMMITTED TO SKILLS DEVELOPMENT IN THE ICT SECTOR
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Sales Skills: Level 1

Publisher: CourseILT

Code: 0619161248

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Version: 1

Course Length: 1 day (6+ hours)

Audience: Students interested in learning basic sales skills

Prerequisites: None

What's in Sales Skills: Level 1:

A successful sales person must be able to collect and interpret data. Learn how to handle customers by prospecting, making sales calls, and helping customers find solutions to their problems. The open, modular-style manual is design for quick scanning in the classroom, and is filled with interactive exercises that will allow students to explore the complexities of Sales Skills.

Objectives:

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

Topic-Level Outline

Unit 1 : Sales fundamentals

*Topic A: * The sales process*

A-1: Understanding the sales process

*Topic B: * Elements of selling*

B-1: Collaborating with clients

B-2: Discussing decision-making practices

*Topic C: * Understanding sales terms*

C-1: Discussing sales terminology

Unit 2 : Your professional self

*Topic A: * Developing your character*

A-1: Identifying beneficial personal characteristics

A-2: Identifying beneficial skills

*Topic B: * Managing yourself*

B-1: Establishing credibility

B-2: Behaving professionally

Unit 3 : Handling clients

*Topic A: * Finding your clients*

A-1: Prospecting for potential clients

A-2: Making successful sales calls

A-3: Discussing networking

*Topic B: * Connecting with your clients*

B-1: Discussing the importance of visibility and allies

B-2: Putting the client at ease

*Topic C: * Finding solutions*

C-1: Discussing the problem-solving process

C-2: Taking a proactive approach

Unit 4 : The sales presentation

*Topic A: * Anticipating objections*

A-1: Handling stalling and objections

*Topic B: * Creating a sales presentation*

B-1: Discussing the presentation

B-2: Identifying the characteristics of a good presentation

B-3: Identifying presentation elements

*Topic C: * Responding to objections*

C-1: Addressing objections