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GOLD CERTIFIED

Partner

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COMMITTED TO SKILLS DEVELOPMENT IN THE ICT SECTOR
Accreditation No.: ACC02 000 077

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Sales Skills: Level 2

Publisher: CourseILT

Code: 0619214589

ISBN: 0619214589

Version: 1

Course Length: 1 day (6+ hours)

Audience: Students interested in learning advanced sales skills

Prerequisites: Sales Skills: Basic or equivalent experience

What's in Sales Skills: Advanced:

In order to be successful in sales you need to know how to build strong relationship with customers. Identify the stages of need and satisfy customer's needs through negotiations. 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:

- Study the market by using sales strategies, analyzing 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.

Why Sales Skills: Advanced

- Easy to Use: Open design for quick scanning in the classroom.
- Plenty of Support: Accompanying Annotated Instructor's Manual and web site keep you prepared.
- These courses are designed to be used in an Instructor-led training classroom environment.

Topic-Level Outline

Unit 1 : Gaining customer commitment

*Topic A: * Building relationships*

A-1: Building good relationships with customers

A-2: Asking the client appropriate questions

A-3: Getting customer commitment

*Topic B: * Demonstrating the need*

B-1: Identifying the stages of need

B-2: Demonstrating need through envisioning

*Topic C: * Satisfying the need*

C-1: Determining customer objections

C-2: Negotiating with clients

Unit 2 : Studying the market

*Topic A: * Sales strategies*

A-1: Understanding sales strategies

*Topic B: * Analyzing markets and competitors*

B-1: Analyzing market trends

B-2: Analyzing competitors by using the SWOT matrix

B-3: Developing a client advisory panel

*Topic C: * Researching clients*

C-1: Researching commercial clients

C-2: Researching individual clients

Unit 3 : Developing a winning strategy

*Topic A: * Consulting with clients*

A-1: Planning the solution

A-2: Preparing the presentation

A-3: Presenting the solution

*Topic B: * Developing solutions*

B-1: Discussing the steps for developing solutions

Unit 4 : Effectively closing a sale

*Topic A: * Demonstrating the benefits*

A-1: Relating to the client's key issues

A-2: Showing the benefits to clients

*Topic B: * Confirming commitment*

B-1: Recognizing signals from clients

B-2: Responding to signals

*Topic C: * Closing the sale and following up*

C-1: Closing the sale

C-2: Following up with clients