



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Sales, Marketing & Customer Care Package

Sales Success Blueprint



8 Hours



In-Class

Center of **Excellence** and **Knowledge Hub**

www.ebi.gov.eg

Course Description:

This sales course increases your chances of obtaining sales and revenue success, regardless of whether you are selling products or services, and irrespective of whether you are selling to the end consumer or another business. It reduces the uncertainty of the selling process and provides robust skills for selling effectively across a range of business situations. The course initially focuses on communication skills and flows on to a range of proven techniques to tailor to your individual style.

Target Audience:

This course is designed for sales supervisors, experienced salespeople, and purchasing officers. It aims to enhance their ability to achieve sales and revenue success, whether they are selling products or services, and regardless of whether their clients are end consumers or other businesses

Course Objectives:

By the end of the course, participants will be able to:

- Identify key customer values and sales motivators.
- Explain the steps of creating an effective opportunity with the customer.
- Use an effective listening technique to uncover customer needs & maintain a positive customer experience.
- Explain the four major behavioral styles and personality types and how to sell to each buyer type.
- List the post sales strategies for customer loyalty

Course Outlines

Module One: Customer Motivation

- Customer Expectations for Great Service
- Customer Values to Successful Sales Traits
- Logic and Emotion in Customer Behavior
- Motivators Behind Customer Purchases and Service Use

Module Two: Create the Opportunity

- Greeting customer properly
- Having a professional introduction
- Discovering customer needs
- OPEN questioning technique

Module Three: Listen and know your FAB (skill set)

- The importance of listening
- How to listen better
- Features, advantages, and benefits
- FTB Sales Technique
- Identify customer's decision's criteria

Module Four: Understanding Buyer Types

- Personality styles
- What is your personality style?
- Selling to different buyer types

Module Five: After Sales & Follow-Up

- After sales and loyalty
- Customer loyalty tips
- Key post sales tips

Course Duration

- 1 Days - 8 hours
- 09:00 AM – 5:00 PM

Delivery Method

In-class

Assessment Strategy

- Participation
- Group Exercise
- 60 % Cut of score of total grades which is "100"

Course Language

- Material: English
- Instruction and Explanation: Bilingual (EN/AR)

Prerequisites:

None

HOTLINE
15200
One number to better serve you!

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